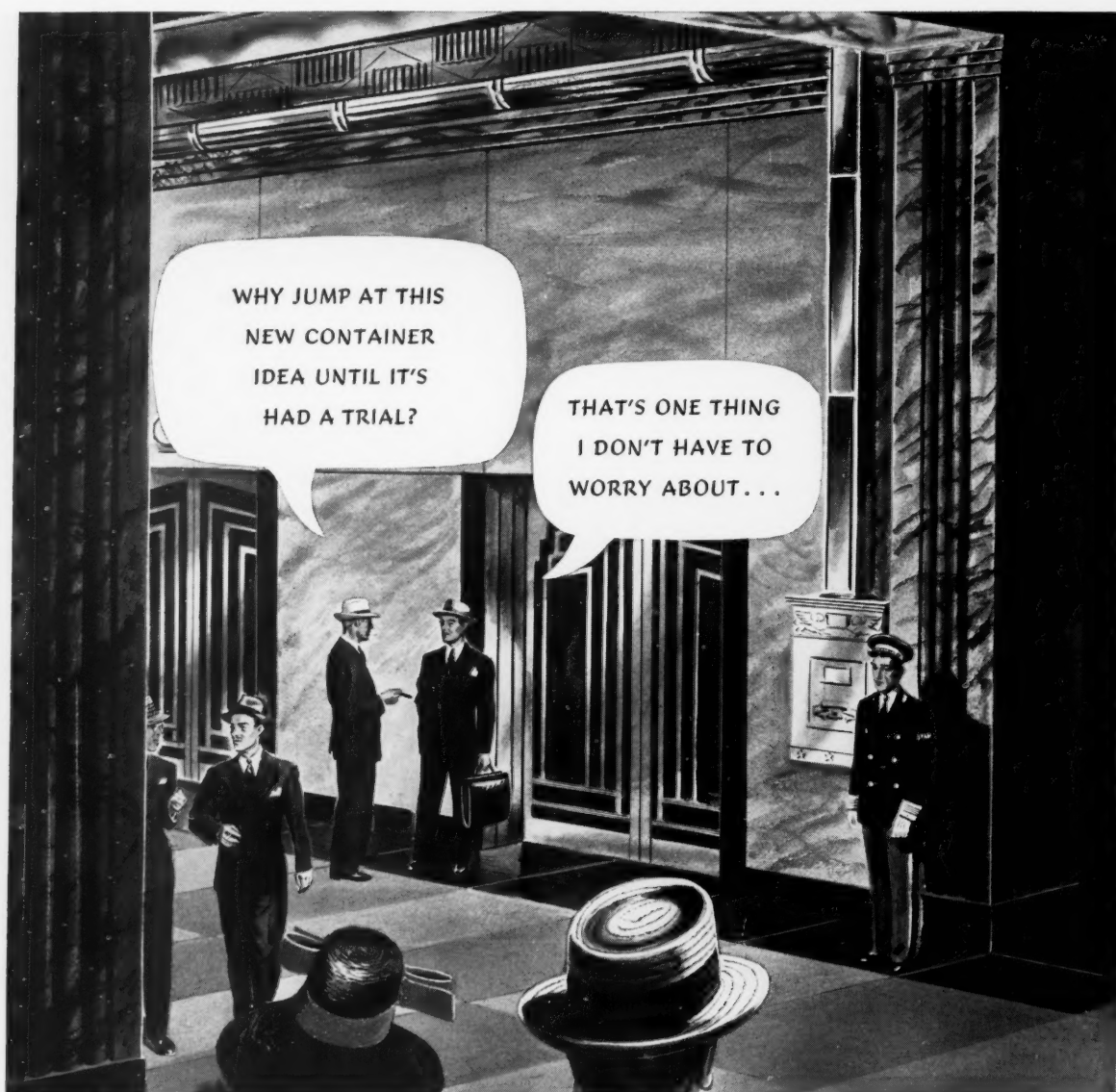


MODERN PACKAGING



JULY 1939



“When American Can Company puts a new container idea on my desk, I know it’s already had its trials. Their engineering staff has tested its merits; their research division has given it the most rigorous scientific tests; their marketing division has studied it. So I know it’s right! Wait? Why should I? I can be first to use it because I can *depend* on American Can Company! That’s why I’ve dealt with them since I started in business!”



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



No Stranger to users of foods packed in glass, the Phoenix Continuous Thread Screw Cap is probably the simplest of all closures to remove and reapply. Requires no trick openers or special instructions. Equally well known are the products usually sealed with this dependable closure.

PHOENIX METAL CAP CO. Plants: 2444 West Sixteenth Street, Chicago. 3720 Fourteenth Avenue, Brooklyn

MODERN PACKAGING

JULY 1939 • VOLUME 12 • NUMBER 11

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NEXT MONTH

Visitors to the World's Fair and other visitors to New York will find an interesting exhibit, located about seven miles nearer to the Grand Central Station, at the 42nd St. and Lexington Ave. offices of Modern Packaging where, in the Permanent Packaging Exhibit hall, will be seen a collection of hundreds of packages discussed in this and other recent issues of Modern Packaging. Visiting hours are from 10:00 A. M. to 4:00 P. M. Mondays through Fridays.

August is traditionally the Modern Packaging gift and holiday issue. This August we shall, for the first time, publish a Gift and Holiday Directory containing complete listings of sources of supply of every variety of package material and accessory suitable for gift packaging use.

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DYNAMIC PACKAGING for a Dynamic Age



Hygienic TUBES, VIALS, CONTAINERS OF HYCOLOID, NEOCELL, CLEARSITE

Horse and buggy days went out long ago — but so did the Model T! No one can re-package once and for all. It's a dynamic world. Packaging progress is swift. Now it moves into celluloplastics. Now you can package in any color, or combination of colors you want. You can insure your product in an unbreakable container, a fifth the weight of glass. You can eliminate separate

labels and labelling — imprinted during manufacture. You can show your product through transparent walls, keeping it clean and hygienic.

You can do all this at surprisingly low cost. We'll be glad to show you how, entirely at our expense and without obligation. Samples and full particulars are available. Just write on your letterhead to Dept. C,



HYGIENIC TUBE & CONTAINER CORP. •

EXECUTIVE OFFICES AND FACTORY: 50 AVENUE L, NEWARK, N. J.
SALES OFFICE: 626 FIFTH AVENUE, NEW YORK, TEL: CI 6-2425



New types of bottled products are constantly being added to the list of those depending upon Sylphseal bands for closure protection.

SYLPHSEAL bands, as secondary closures, perform a very important service in the bottling of photographic solutions. These bands hold the primary closures firmly in place, preventing leakage, and aiding in keeping contents of bottle air-tight.

In addition to this, Sylphseal bands give a

neatly finished appearance to the bottle top. They also assure the buyer contents have not been tampered with.

SYLPHSEAL bands are made in many types for specific bottling requirements, and in many colors to harmonize with bottle and label.

There is a Sylphseal band for every bottled product. If you have a difficult closure problem write us for information and for Sylphseal folder.

*Reg. U. S. Pat. Off.

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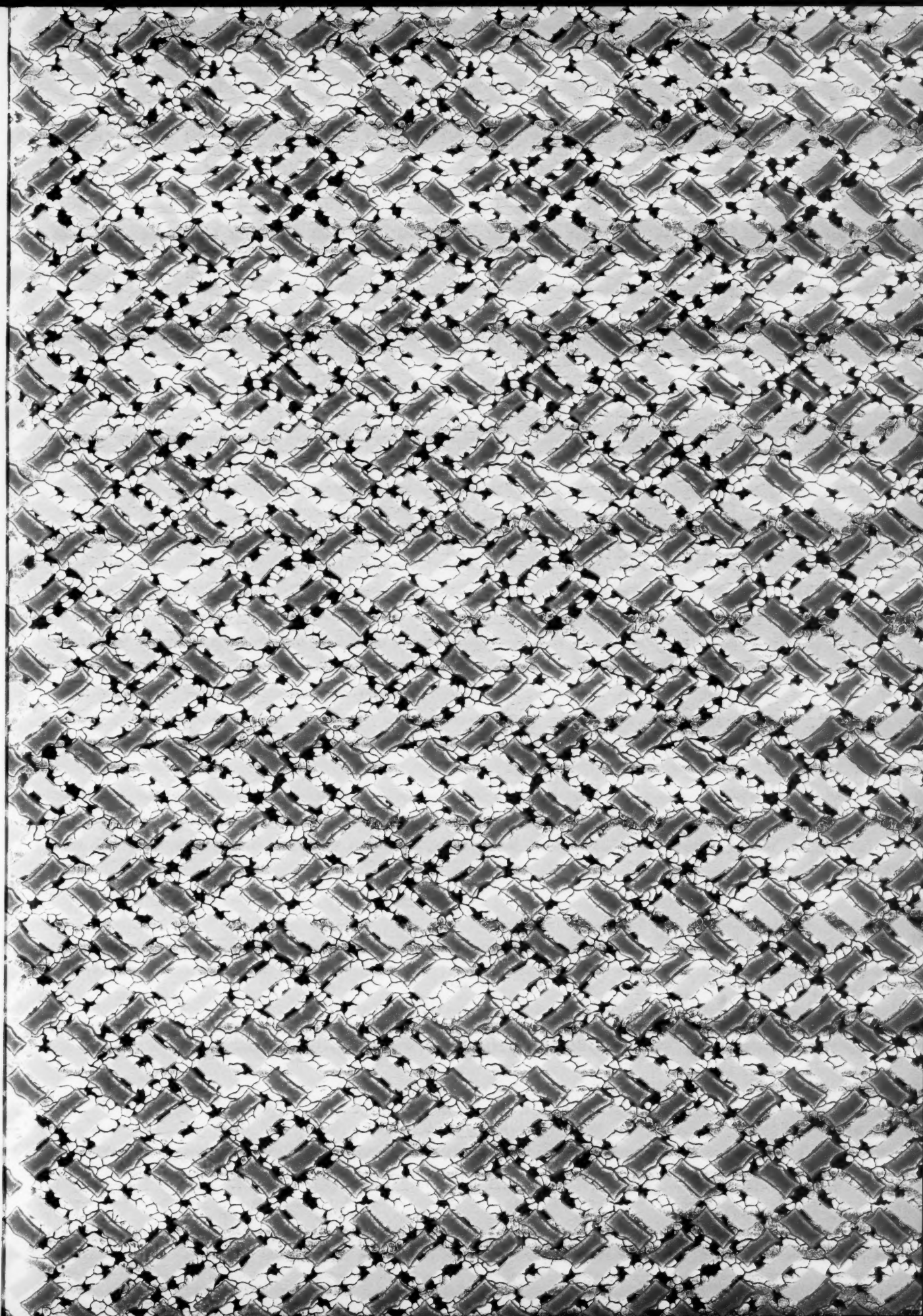
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MUNDET CORK CORPORATION
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MANUFACTURERS OF SYLVANIA CELLOPHANE



JEWEL FOIL

For small or large boxes, what could be more appealing than a Jewel Foil Covering. Sample books have been mailed to the trade showing color treatments which carry out the fashionable trend.

If you haven't received your copy, write us at once and also request sample sheets if desired.

HAMPDEN GLAZED PAPER AND CARD COMPANY - - Holyoke, Massachusetts

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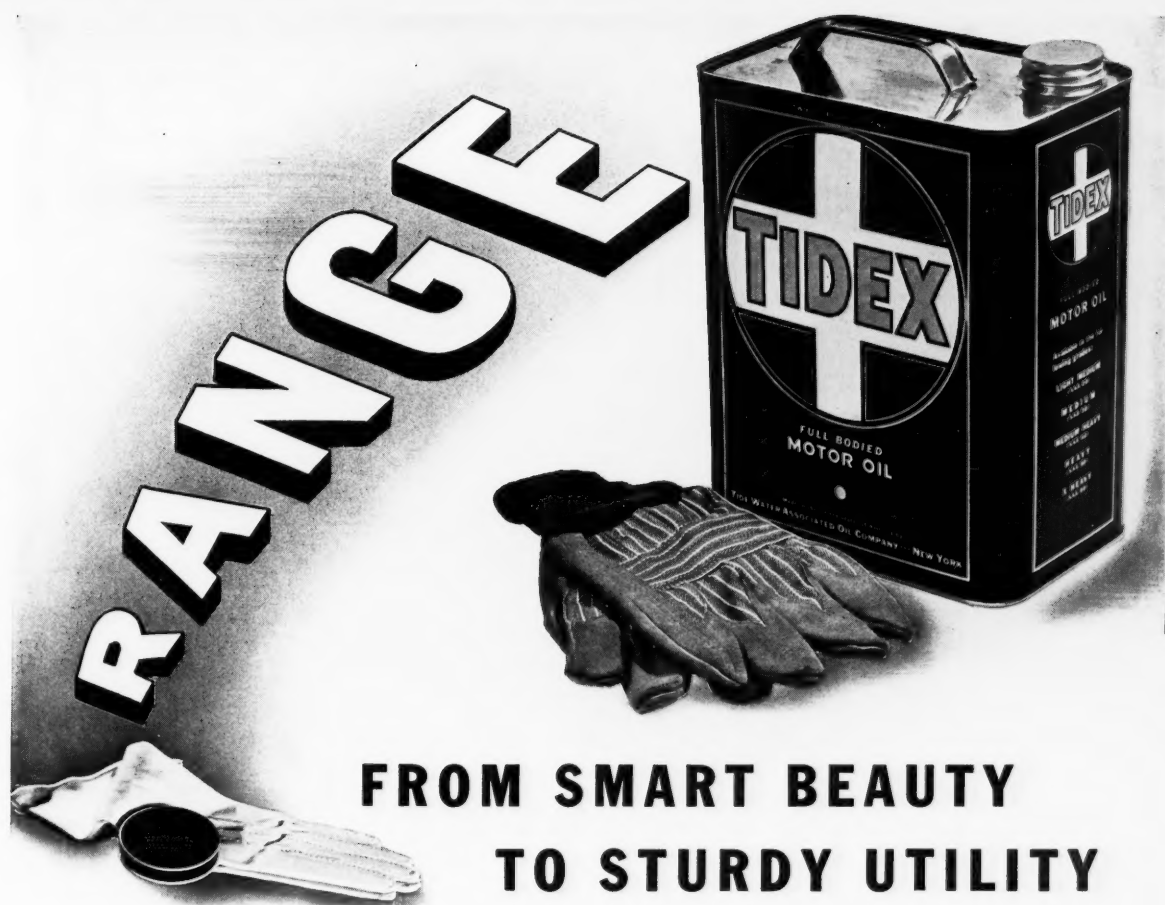
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FROM SMART BEAUTY TO STURDY UTILITY

You want more than just a container... You want a package that sells your product, expresses its character... conveys its quality to the consumer at a glance. ■ Accept the help of a manufacturer whose designers have developed distinguished containers for a wide RANGE of products... whose experience extends from the most frivolous feminine accessory to the sturdiest heavy-duty can. Crown Can Company is prepared, with its experienced, original-minded designers, efficient lithographing department, and its up-to-the-minute equipment to design and execute a container with real selling value for your product. ■ The success they have already established along these lines, is just one of the reasons why more manufacturers are bringing their packaging problems to CROWN every day.

CROWN CAN COMPANY • PHILADELPHIA, PA.

Division of Crown Cork & Seal Co.

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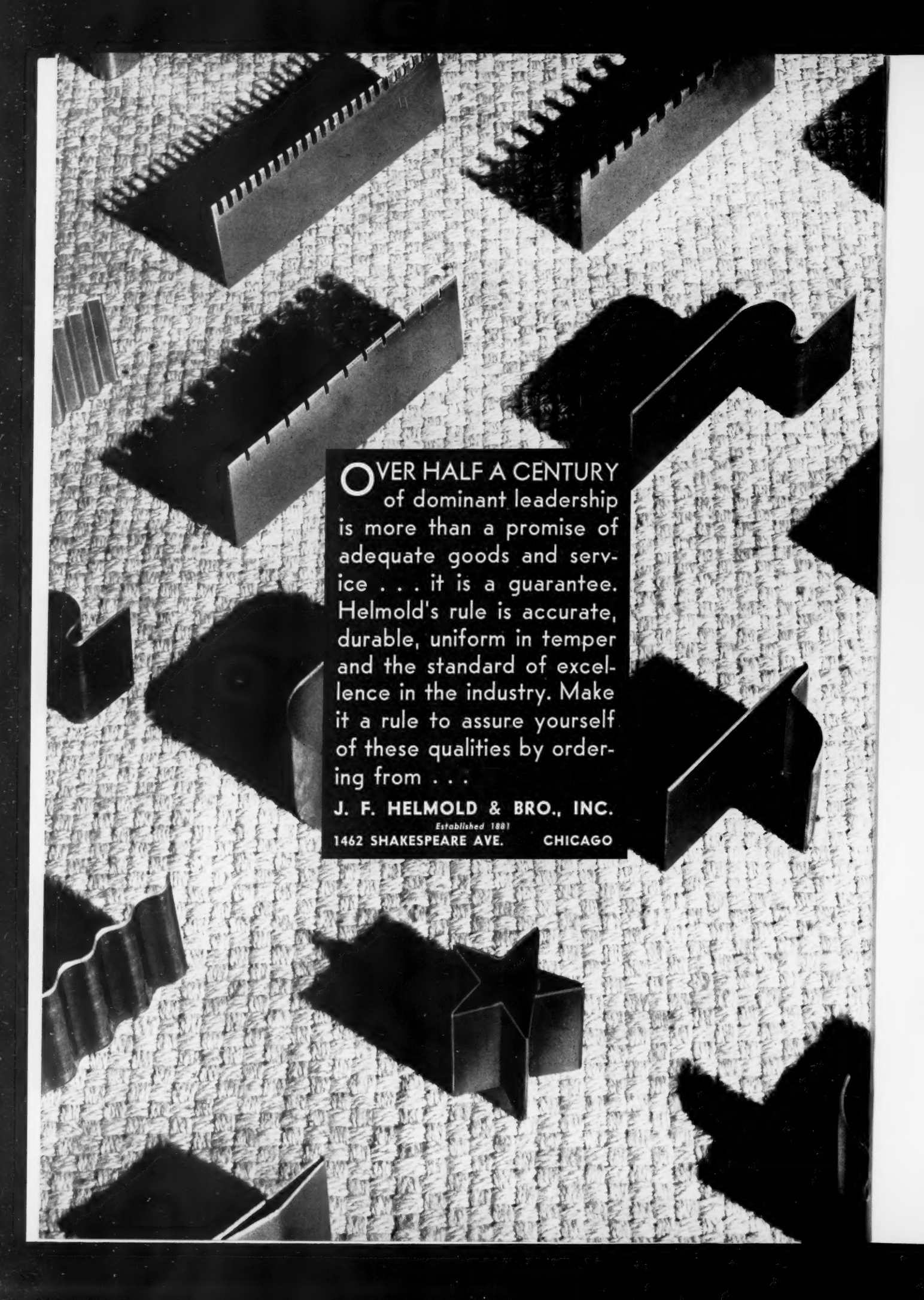
MADISON

CROWN CANS

I N D E P E N D E N T A N D H E L P F U L

JULY 1939

5



OVER HALF A CENTURY
of dominant leadership
is more than a promise of
adequate goods and serv-
ice . . . it is a guarantee.
Helmold's rule is accurate,
durable, uniform in temper
and the standard of excel-
lence in the industry. Make
it a rule to assure yourself
of these qualities by order-
ing from . . .

J. F. HELMOLD & BRO., INC.

Established 1881

1462 SHAKESPEARE AVE.

CHICAGO



Good work, Joe!
You sure got those carton spoilage
figures down, this month

RIGHT! AND THEY'LL STAY DOWN
...NOW THAT WE'RE FEEDING OUR
FILLING MACHINES **GARDNER-RICHARDSON**
ENGINEERED CARTONS

INSURE LESS SPOILAGE ... PREVENT COSTLY JAM-UPS ... CUT PRODUCTION COSTS ... WITH GARDNER-RICHARDSON ENGINEERED-PRECISION CARTONS

• The first month Gardner-Richardson engineered-precision cartons go through your filling machines, you'll see what *engineered precision* means in cash savings.

For greater uniformity, better folding and filling machine performance are *engineered* into Gardner-Richardson cartons from the time the pulp enters the beaters until the finished cartons slide out of the presses.

Gardner-Richardson precision engineering leaves nothing to chance. Length of fibres, degree of hydration, smoothness,

foldability, printability must prove themselves under the searching eyes of chemical engineers and technicians in the laboratories. By putting proving ahead of doing ... by making science the boss, Gardner-Richardson precision engineering insures, *in advance*, cartons that will cut production costs—and also add shelf-appeal to your product.

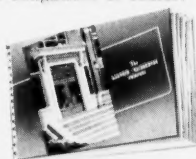
Tell us *your* carton problem ... the entire engineering and laboratory resources of Gardner-Richardson are at your service to help solve it. Write today. No obligation, of course.



EVERY 15 MINUTES ... more than 30 tests are made at Gardner-Richardson's control laboratories. Tear tests. Hydration tests. Exacting tests—to insure engineered precision—uniform folding and printing qualities ... order after order.

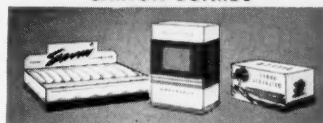


1/1000th OF AN INCH ACCURACY Gardner-Richardson not only controls hydration and fibre length for maximum folding qualities ... but in many special cases folding and cutting dies are made to 1/1000th of an inch accuracy.



NEW 57 PAGE BOOK shows how Gardner-Richardson precision engineering can save money, make money for you. Write for your copy today.

SPECIAL ENGINEERED-PRECISION CARTON BOARDS



LITHWHITE ... A smooth, brilliantly white, economical board that gives cartons greater display value.

GREASENE ... A board for the economical protection of products with grease or oil content.

HYDRO-TITE ... A special board for products that need moisture-proof protection. Also all standard grades of folding board.

PUT YOUR CARTON PROBLEMS UP TO GARDNER-RICHARDSON'S TECHNICAL STAFF

We stand ready to work with you in solving any carton problem ... whether it means developing a new board, new ink, new design, or research into new fields of economical product protection.

The GARDNER-RICHARDSON Co.

MIDDLETOWN, OHIO
Manufacturers of Folding Cartons and Boxboard

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT



What's the
Answer?

**PUT IT IN
CANS!**

When a salesman complains of sales resistance to the product because of its packaging—he's probably right. After all, he is on the "front line"—he should know the reason why a competitive product is meeting wider acceptance than his own.

Thousands of manufacturers have found that cans pave the way for greater sales, because they lend themselves to better display, offer greater product protection, and suggest more convenient usage. It will pay you to investigate the advantages of packing your product in a quality can—made by Continental!



There is hardly a product that wouldn't be more acceptable packaged in a can—although "knowing how" may sometimes be a matter of laboratory research or package design.

Continental offers complete facilities for determining your requirements. Call upon us anytime.

CONTINENTAL CAN COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL • TORONTO • HAVANA

SALES REPORT

NOTE THE DIFFERENCE IN
GLOSS AND APPEARANCE
UNCOATED
FLIOLITE
COATED
READ THE FULL STORY
ON THE FOLLOWING PAGE



GOOD  **YEAR**

24041F



CUT YOUR PACKAGING COSTS WITH

GOOD YEAR



LABEL COATINGS



TYPICAL Pliolite-PROTECTED PACKAGES—both cardboard and fibre-bodied cans

Do you know that inherently moisture-hungry products such as salt, cocoa and the like can now be better packaged in all-fibre containers or fibre-bodied cans rendered moisture-vapor proof with Pliolite* label coatings.

This is because a Pliolite-coated label has 99% greater resistance to moisture than the same label uncoated. Exhaustive tests show that the moisture-vapor transfer through a Pliolite-protected label is only 1% of that occurring in non-coated stocks.

Pliolite coatings greatly enhance the gloss and

appearance of the label, too, as you can see on the preceding page.

Their high degree of moisture-vapor resistance makes it possible in many cases to substitute fibre for metal—at a considerable saving in packaging cost.

Applicable to Glassine and Paraffin Coatings Pliolite coatings can also be applied to all types of glassine papers. It not only gives them maximum moisture-vapor proofness but increases their strength and toughness. Pliolite-coated glassine papers are easily converted into any type of bag container by adhesives or heat-sealing.

Ready-mixed combinations of paraffin and Pliolite, known as Pliowax, possessing the same import-

ant advantages are available for use where paraffin coatings are employed. If you have a difficult packaging problem, let us tell you more about the many savings you can make with Pliolite. Write: Pliolite Sales Department, Goodyear, Akron, Ohio.

*PLIOLITE is a registered trade-mark of The Goodyear Tire & Rubber Company.



A centennial product of The Greatest Name in Rubber

GOOD YEAR



**THANK YOU, GENTLEMEN,
FOR THE CHANCE TO PROVE
I COULD SELL AS WELL
AS DELIVER OUR GOODS!**

***Let Gaylord show you how to
add power to your merchandising
with containers***

Are your shipping containers selling as well as delivering the goods? They are for many concerns whose sales and advertising managers have made them a part of their merchandising campaigns.

Through close cooperation with merchandising staffs, Gaylord

master designers have recently transformed many shipping containers into hard-working sales makers.

May we suggest you invite your shipping containers to your next merchandising conference? Then, let Gaylord show you how to make the newcomer make good! Phone or write our nearest office for further details. No obligation.



Also Gaylord Folding Cartons... Grocery Bags and Sacks... Kraft and Specialties.

GAYLORD CONTAINER CORPORATION, General Offices: SAINT LOUIS

There's a Gaylord plant or sales office in your territory

JULY 1939

9



Protection PLUS!



Your Product Reaches the Consumer Factory-Pure and Fresh in Hermetically-Sealed Sun Tube Unitainers

YOU and your product are both protected when you package in Sun Tube Unitainers. Unitainers are sealed hermetically. That means that dirt, dust and germs can't possibly get in. Air and moisture damage is definitely prevented. And, naturally, since it is impossible to refill or tamper with Unitainers, you are safeguarded against the frequent and frustrating evils of substitution and dilution.

The convenience of "individual dose" Unitainers is apparent at a glance. No container is better suited to sales-stimulating design and display. And Sun Tube Unitainers are adaptable to an almost limitless variety of sizes and products—from nose drops to fire extinguishers. Write, wire or phone today for further details about these low-cost, highly-effective packages.

SUN TUBE CORPORATION, HILLSIDE, N. J.

CHICAGO, ILL.
James L. Coffield, Jr.
333 No. Michigan Avenue

CINCINNATI, OHIO
G. M. Lawrence
1012 Elm Street

ST. PAUL, MINN.
Alexander Seymour
701 Pioneer Building

LOS ANGELES, CALIF.
R. G. F. Byington
155 No. Vermont Avenue

Like Two Caps in One



The VPO CAP is a clever combination of several basic sealing principles. That is why it does so much that other caps don't do.

A Top Vacuum Seal

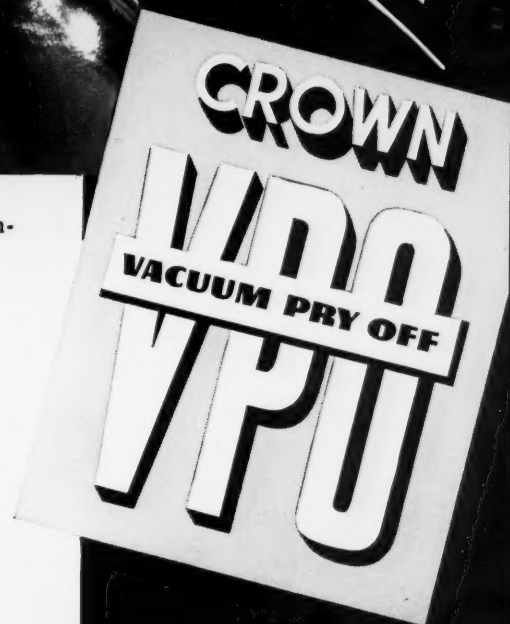
First, VPO is a real one piece vacuum closure. It makes use of the "top sealing" principle in connection with a special glass finish. A rubber ring liner, developed especially for VPO, assures perfect vacuum sealing of every container.

A Mechanical Hermetic Seal

But VPO does not depend on vacuum alone. Positive locking lugs in the rim of the cap hold it on the container with a spring-like grip. This mechanical lock gives VPO the ability to seal hermetically without the aid of vacuum.

The two way sealing of VPO means double protection for your product. It also makes VPO ideally suited for both hot and cold packed products. Samples and prices are yours for the asking. Write today.

CROWN CORK AND SEAL COMPANY, BALTIMORE, MD.

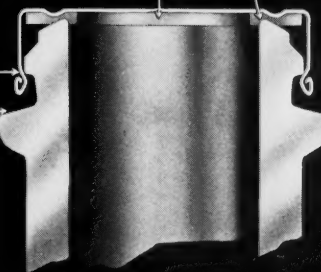


POSITIVE INTERLOCKING
OF CAP LUG AND GLASS
FINISH

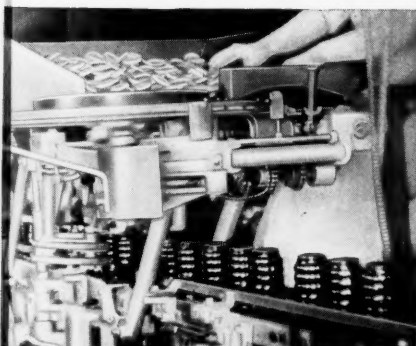
SEALING
MEDIUM

HERMETIC
SEAL

PRY OFF
LEDGE



WORLD'S LARGEST MAKERS OF
CLOSURES FOR GLASS CONTAINERS



FAST APPLICATION — Straight line, continuous capping without the necessity of timing devices or other complex equipment. Speed of application limited only by speed of filling equipment.

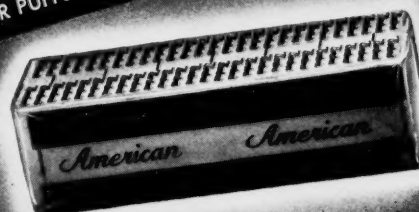


EASY REMOVAL — Simply pry off the cap with the back of a can opener blade.



EXCELLENT RECLOSURE — The cap is not destroyed or distorted in removal. It snaps back in place easily and stays there because it locks on.

NAME YOUR



THE BEST THINGS COME WRAPPED IN

GOOD YEAR

UR PRODUCT..AND WE'LL SHOW YOU A

Safer Package!

EACH of the products pictured here gains distinct and important advantages by being packaged in Pliofilm*—Goodyear's new transparent sheet—a synthetic composition—odorless, tasteless, and unusually tough and moisture-proof.

Plioilm keeps cheese, cookies, confections and cigars fresh and flavorful *until used* because it seals in their natural moisture.

It keeps cough drops from absorbing moisture; protects their efficacy.

Laminated to paper bags or fibre containers it provides a vacuum-sealed, flavor-tight package for coffee and other products requiring airtight protection—at lower cost!

It can be capped on milk bottles to provide sanitary, germ-free cleanliness.

And as a wrap for many types of merchandise its clear transparency gives maximum "eye-buy" appeal while its high durability insures freedom from tearing and splitting in handling. In fact, consumers find many after-purchase uses for Pliofilm packages, increasing the sales value of the wrap.

These are merely a few indications of Pliofilm's wide range of usefulness. It can be sealed moisture-air-tight and lends itself readily to fast machine packaging. If you have a packaging problem it will pay you to investigate. Write: Pliofilm Sales Department, Goodyear, Akron, Ohio.

A Centennial Product of
The Greatest Name in Rubber



*Trade-mark of The Goodyear Tire & Rubber Company

JULY 1939

13



PHOTO BY EWING GALLOWAY

August is a most opportune time to tell your story to package-buying executives, despite week-ends and vacations! For Christmas-packaging plans are being completed . . . packagers know pretty much what they want . . . buying is actively under way . . . it's now-or-never if they're going to be ready for early fall selling!

Modern Packaging, early in August, goes to the desks of the 9000 uppermost packaging executives in the cream of package-using corporations. Each year, these decision-makers are accustomed to read this holiday number with hawk eyes.

Tell them your Christmas message in August MODERN PACKAGING, and you'll be surprised at the good-sized resultant orders!

MODERN PACKAGING

BRESKIN & CHARLTON PUBLISHING CORPORATION
CHANIN BUILDING **122 EAST 42nd ST., NEW YORK**

Health

**SAFEGUARDED
THROUGH
KIMBLE VIALS**



Protection against contamination is assured when KIMBLE GLASS VIALS carry your products. These modern, stream-lined containers—America's outstanding choice for effective sampling and packaging—are available for all popular types of closures—corks, screw caps, Goldy Seals, Re-Seal-It caps, shaker tops, applicators, droppers, etc.

Safeguard your public's health—assure your own sales success—through fully-annealed, clean Kimble Glass Vials. Consult us today on your sampling or packaging problem!



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON



JULY 1939

15



What a transparent material!

7 YEARS OLD

—and looks as if it were born yesterday!

Although nobody needs circus tricks to prove the *lasting* sparkle of Lumarith Protectoid, the two examples on this page are too good to miss. These window boxes endured year after year of show case climate—with no ill effects whatever!

Here's why you can expect the same durable brilliance from your own packages—with Lumarith Protectoid. It does not discolor or dry out with age. It does not shrink or wrinkle. It is water-proof, grease-proof, germ-

proof, odorless, tasteless and non-inflammable. It is not affected by extremes of temperature or humidity. It cements easily and permanently. It has a perfect printing surface.

Our *Packaging Division* is ready to help you get better sales results with a better transparent package. Write Celluloid Corporation, 10 E. 40th Street, New York City. Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

... and here's another

6 YEARS OLD!

Unretouched photo, taken 1939, of window box with Lumarith Protectoid window sold in 1933 by Product Sales Corporation, M. R. Box Department. Six years spent in maker's show case. Transparent window still perfect!

LUMARITH PROTECTOID

REG. U.S. PAT. OFF.

If you are working on a Transparent or Plastic Package . . .

Get in touch with
CELLULOID

also Headquarters
for **PLASTICS**

● Going to the New York World's Fair? Don't forget that one of the points of interest in New York is the Celluloid Showroom at 10 East 40th Street



For FATHERS AND OTHER GENTLEMEN



The "U-S" Brooklyn P reproduced this des (drawn by C. F. Wilkin of McKee, Albright & Iv Inc.) which won first aw in the All-America Pack Competition.



This design reproduces a painting by Dale Nichols (through Ivey & Ellington, Inc.) Lithography by "U-S" Brooklyn Plant.

No man ever really outgrows the thrill that comes from receiving a gift. That is why there is a double value in gift wrappers like these — they appeal to the giver who makes the purchase, and they please the man who receives the gift. And in both cases they lift the product above the casual plane, signifying an event. ★ When you entrust the reproduction of your special gift designs to "U-S" . . . or when you select "U-S" to design a gift package for you, you can count on something that will impart an unusual character to your product.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS

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Lithographed at the "U-S" St. Charles Plant. Designed by De Vaulchier, Blow & Wilmet, Inc.



IT MIGHT BE A PACKAGE OF...



Yours?

YOUR PACKAGE might be in the rear of many good numbers - frozen on somebody's counter or shelf. ★ BRING IT UP from back there! Zippy

Containers don't stay in the background - they push forward - they're seen and they SELL!

★ Have you looked into the "NATIONAL" way of Container design and treatment for display?

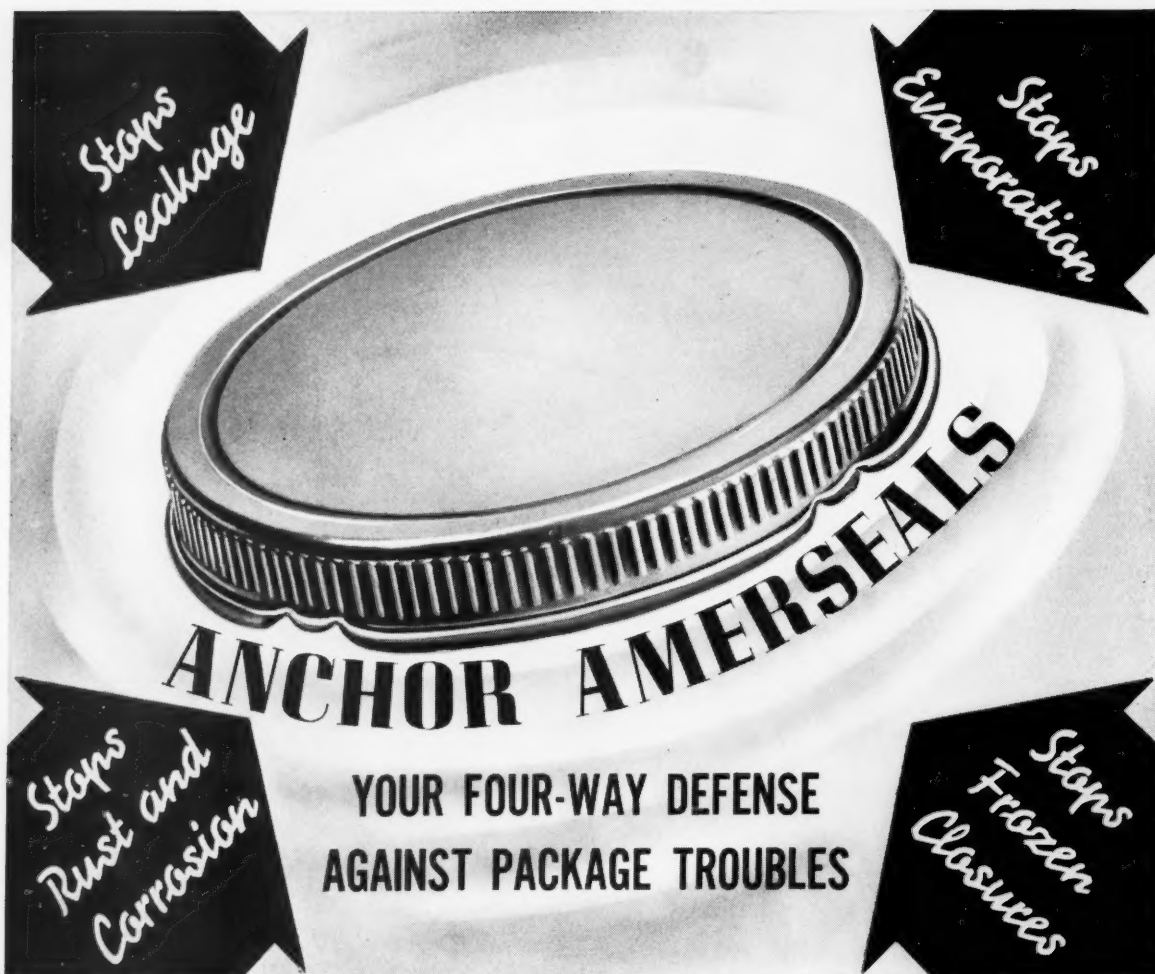
"NATIONAL" *can* HELP
that PACKAGE of YOURS!

NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION

Executive Offices • 110 EAST 42nd STREET • New York City

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N. Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO



PACKAGE failures and difficulties, even though infrequent, are always serious. They cause complaints and returns, dissatisfaction, loss of good-will, of customers and worst of all, loss of profits.

LEAKAGE is a common cause of trouble . . . except with Anchor Amerseal Caps. In application the lugs of the cap engage divided threads in the glass finish and draw the cap down to form a uniformly air-tight, leak-proof contact around the complete circumference of the container.

EVAPORATION is another danger to guard against . . . but the unusual sealing efficiency of Anchor Amerseal Caps keeps volatile elements in and moisture out. Should excess internal pressure develop the cap will vent and reseal itself.

RUST AND CORROSION of closures not only affect the appearance of your package but of even more importance, they affect its sale. The absence of threads in Anchor Amerseal Caps avoids one prevalent cause of corrosion in that none of the product can become trapped in the

threads and remain there to attack gradually through microscopic pinholes or cracks the protective coating of the metal. Furthermore the skirt of the cap is entirely open so that any spillage of a corrosive product will evaporate or may be washed off.

FROZEN CLOSURES is an ailment frequently encountered with continuous thread types of caps, particularly on syrups and other sticky products. Because Anchor Amerseals make contact at only a few points around the container finish and these on the under side of the short divided glass threads, contact is easily broken and the cap removed with perfect ease . . . a mere quarter-turn of the wrist.

In addition Anchor Amerseal Caps offer you a number of other equally important advantages which we would like to tell you more about. May we? **ANCHOR CAP & CLOSURE CORPORATION**, Long Island City, N. Y. and Toronto, Canada. Closure Division of Anchor Hocking Glass Corporation.



ANCHOR HOCKING GLASS
-an unbeatable combination- CAPS

ONE WAY TO AVOID

Packaging Mistakes...



At one time paper was considered as simply an economical material for packaging—a product with a few varieties chosen somewhat at random to fit different conditions. This produced a trial and error method of packaging that often involved costly mistakes.

Today, the manufacture of paper for packaging purposes represents a highly specialized industry where the skill of the paper maker, the production and sales experience of the packer, the ingenuity of the designer must all meet on common ground. No simple group of papers can adequately cover today's complex packaging demands.

Thus, the four modern Riegel Mills—with over 130 different standard lines—are equipped to supply a packaging paper exactly suited to your needs, or to quickly develop a new paper for any special or unusual requirements.

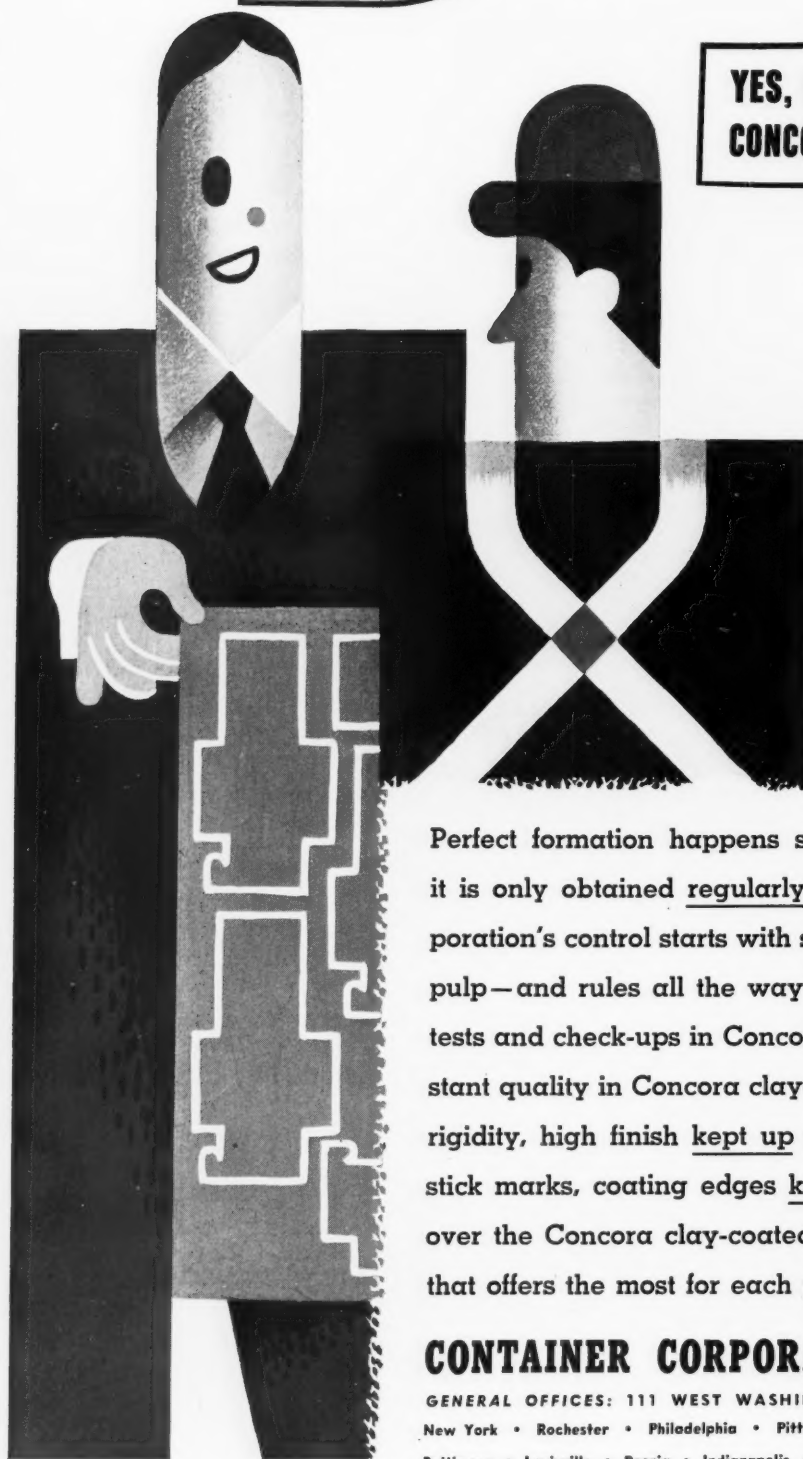
Whether your problem is protection, production efficiency, economy or eye-appeal, Riegel can supply exactly what you need without the risks of trial and error. Tell us your requirements or ask for our latest packaging portfolio.

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Riegel Papers

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CONCORA CLAY-COATED STOCKS



Perfect formation happens sometimes by accident—but it is only obtained regularly by control. Container Corporation's control starts with selection of paper stocks and pulp—and rules all the way through the mills. Constant tests and check-ups in Concora laboratories produce constant quality in Concora clay-coated boxboards; strength, rigidity, high finish kept up to standard; curling sheets, stick marks, coating edges kept out by inspection. Look over the Concora clay-coated line—you'll find the board that offers the most for each particular job.

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MODERN PACKAGING

C. A. BRESKIN, Publisher

A. Q. MAISEL, Editor

INDUSTRIAL SOMERSAULT

Major process cheese makers adopt uniform types of transparent package

Within recent months practically every major producer of process cheese has adopted a new packaging material and a new method of packaging. The industry has, in fact, turned a complete somersault.

For process cheese it has long been felt desirable to provide both adequate protection for the product and attractive visibility, and to this end the packaging and research departments of several of the leading cheese producing companies have, for a number of years, worked in close collaboration with the Research and Technical Division of The Goodyear Tire & Rubber Co.

Previous researches along these lines had failed to produce a material and a method of packaging which completely met the various rigid and sometimes seemingly contradictory requirements of the cheese technicians. That the present package would seem to adequately meet these requirements is evidenced by the widespread adoption it has achieved in a short period of time. Research, however, still continues, both with the aim of improving the structure of the package and accelerating the packaging process.

The present package consists of a flat bag of clear Pliofilm, attractively printed—usually in two colors—with the individual design of the marketing company. These designs are first printed by the rotogravure process, on continuous rolls of the transparent sheet, the rolls being, of course, of the proper predetermined width. After printing, the roll stock is converted into bags of the proper size by heat sealing the edges at both ends.

JULY 1939

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These preformed bags are then expanded over a mandrel and placed into the wood or cardboard boxes in which the cheese is shipped.

These boxes containing the open bags are then placed upon the conveyor belt of a production line and the melted cheese is poured in under a filling head. On present machinery, this filling operation takes place at a rate of approximately 37 2-lb. packages per minute. A similar speed is also reported to have been attained on the recently developed 5-lb. package.

After filling, the packages pass under a closing and sealing device which squeezes out all of the excess air in the package and then hermetically seals the open end.

Research has disclosed the fact that when air and oxygen are entirely excluded from the container mold spore will not germinate, thus preventing mold growth from forming on the surface of this extremely sensitive product. An essential requirement on every package is claimed to be the achievement of imperviousness to the passage of air, moisture and vapor. In the case of the present container, this aim has been achieved, due to the fact that the material itself is impervious to the passage of air and that the welded seams which are obtained with this thermoplastic material are equally moisture-vapor-airtight.

Another virtue claimed for the new package is that it prevents dehydration or shrinkage of the product and thus assures the full quantity of cheese being delivered, in prime condition, to the ultimate consumer.

A number of packers further report that the new con-

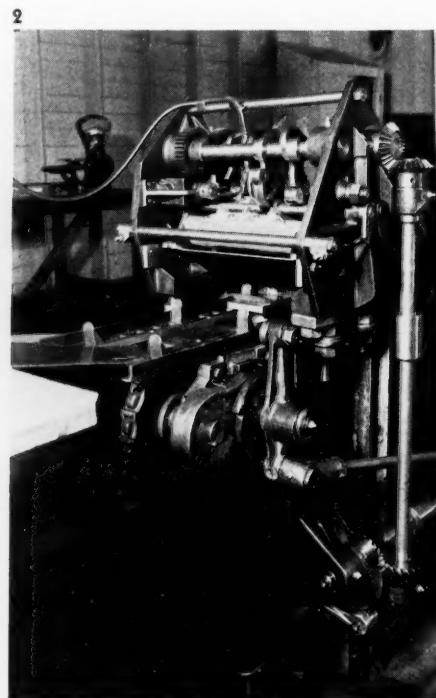
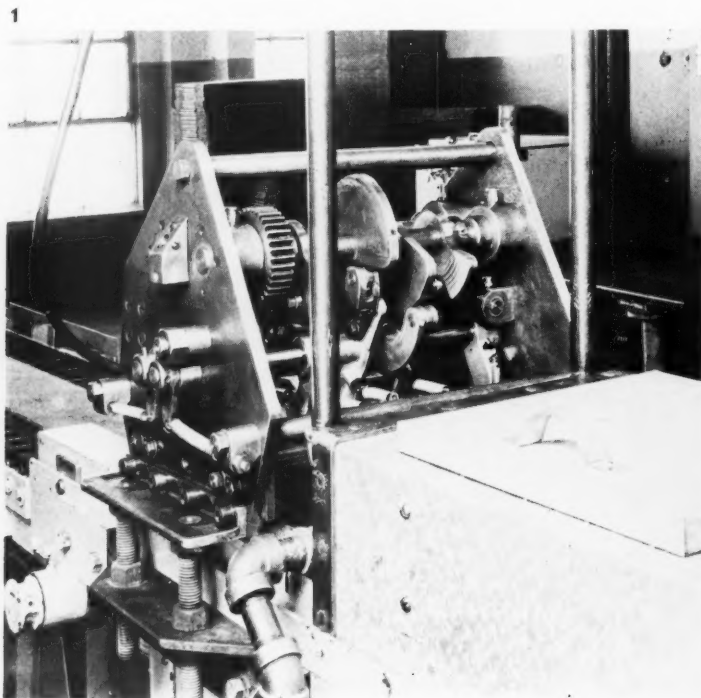
tainer has stimulated sales of their product primarily because of its eye appeal. Designs, in almost every case, are so planned as to utilize the color of the cheese itself as an attractive and harmonious background for the color printed design.

The attractiveness of the container is apparent to the consumer who purchases an entire 2- or 5-lb. block or to one who purchases slices of cheese. Particularly in the latter case, dealers frequently slice the cheese in the presence of the consumer, either on a slicing machine or into blocks of any desired small unit of weight. To facilitate this action by the dealer, many of the newly designed packages have as an integral part of their design a series of markings indicating slicing points by quarters of a pound. Thus the dealer can quickly cut a quarter, a half or a full pound by simply placing his knife blade so many markings away from the edge of the remaining block of cheese. When the cheese is so cut by the dealer, the procedure is similar to that utilized in slicing delicatessen meats—i.e., the knife passes through the wrapping material as if it were the skin of a bologna. Thus it is not necessary for the dealer's hands to touch the cheese, since he can permit the slice to fall directly onto a piece of waxed paper.

The original machines developed to perform the special closing and sealing operations were designed for one specific size of container—either 2-lb. or 5-lb. Newer models are being made so adjustable as to permit the accommodation of a full range of standard sizes which have been adopted by the process cheese industry. A more recent mechanical

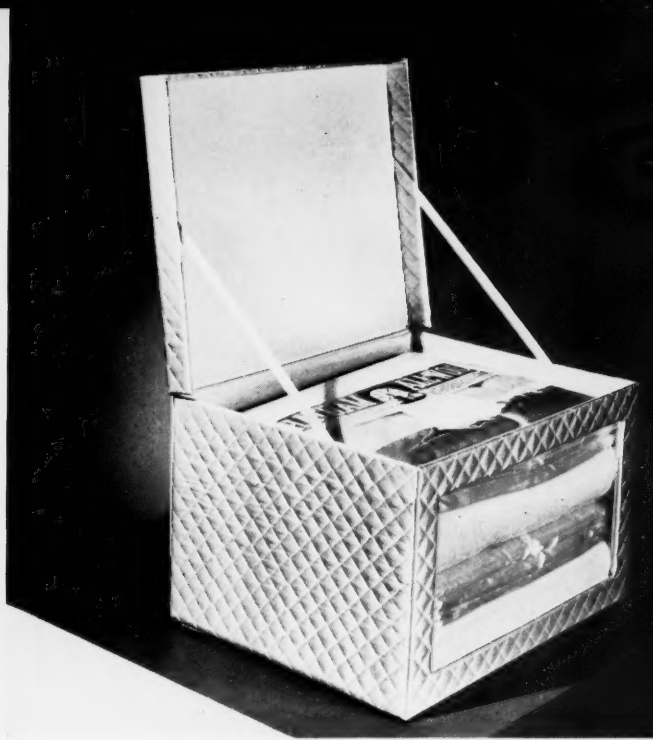
(Continued on page 88)

1-2. Two views of the machine used to close and seal the bags after they have been filled with cheese. The machine is so designed that all air is expelled when the extensions of the bag are folded prior to sealing.





1



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1. St. Mary's blankets reach the consumer in a Pliofilm bag with fabric edging and a zipper closure, reusable indefinitely as an anti-moth storage container. 2. Chatham blankets are marketed in pairs in the quilted "Bride's Box."

SAME PROBLEM—THREE SOLUTIONS

There are many ways of devising a successful package—as the blanket industry is now proving

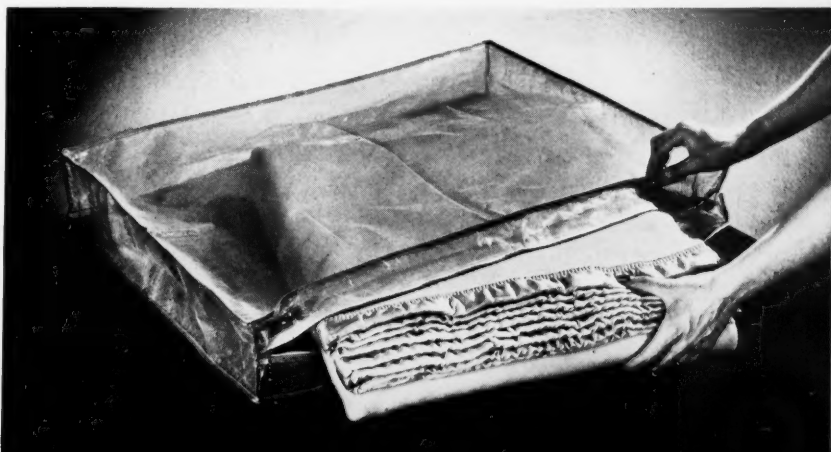
Blankets were formerly either boxed in blank folding cartons or wrapped in sturdy "butcher paper." Then, a few years ago, the Esmond blanket people discovered that the box was the key to added display and added sales, when they utilized a photographic reproduction of their attractive product to decorate the top and side walls of their shipping and storage containers.

Not to be outdone, the other major firms in this industry have likewise turned to an improvement of packaging practices until today this particular segment of the textile industry is among the most advanced in its utilization of ingenious packages as a tool of merchandising. It is significant, however, that the newer pack-

ages appearing in this field do not represent any mere aping of earlier achievements but are, rather, novel though practical variations upon the basic theme of adequate display and reuse value.

Perhaps outstanding, from a display point of view and as an attractive gift container, is Chatham's new "Bride's Box," a quilted satin-covered set-up box with hinged lid and a panel front with a transparent acetate window. Within the box are found two individually wrapped blankets, each protected from handling by heavy cellophane and each identified by a band type informative label. To permit the consumer to examine the texture and feel of the blanket, a small (Continued on page 88)

3. A lamination of transparent film and fabric netting forms the extremely sturdy zippered storage and sales container used for blankets by the Shane Manufacturing Co.



BELLWETHER OF THE CALVERT LINE

"Lord Calvert," a new blend "for those who can afford the finest," is presented in a package which establishes a fitting tone of quality and individuality

Prior to prohibition, it is reported that spirit blends were the premium whiskies and represented 70 per cent of the consumption of whiskey in America. They also commanded a higher price than straight whiskies. With the repeal of prohibition, the Calvert Distillers Corporation's entrance into the field was marked by its policy of specializing in spirit blends.

Having attained wide consumer acceptance of its spirit blends in the existing price class, Calvert felt that the time had arrived when it could add further prestige by bringing out a new brand which would represent the highest priced blended whiskey in America. This would not only add prestige to blended whiskies as a whole, but would trade up the entire Calvert line.

To this end the sales department conceived the idea of a premium blended whiskey to be the "bellwether" of the Calvert line and thus "Lord Calvert" was born in thought. The problem of translating this idea into a

tangible, marketable product was put into the hands of Calvert's "creative board" consisting of five executives, all especially schooled in the important field of package merchandising.

"Lord Calvert," they reasoned, will be a deluxe item and should be designed for the consumer of discriminating taste. Its package must be designed so as to make the customer feel that this is the type of article that he wants in his home. While this is true, to a degree, in all lines of merchandising, it is particularly significant in this instance, for the original package—the bottle—will grace the table and will be displayed whenever the contents are served.

The services of a package designer were called upon, in this case Simon DeVaulchier. In order to maintain a family resemblance with the company's "Reserve" and "Special" liquors, it was necessary to design a bottle which would retain the Calvert identity and, at the same time, have a distinct tone of quality within itself. This was finally accomplished by molding the "Lord Calvert" bottle in the general decanter shape which Calvert has utilized for other brands, but adding distinctive features of its own through the choice of package accessories—labels, closure, etc.

Since it was not intended for a mass production product, the container was so designed as to individualize and to emphasize its exclusiveness. Each bottle of "Lord Calvert" is numbered and registered, thus achieving the same individuality as a limited edition of a book or etching. An engraved medallion of Lord Calvert, on which the number appears as well as the words "custom blended," is affixed to each bottle.

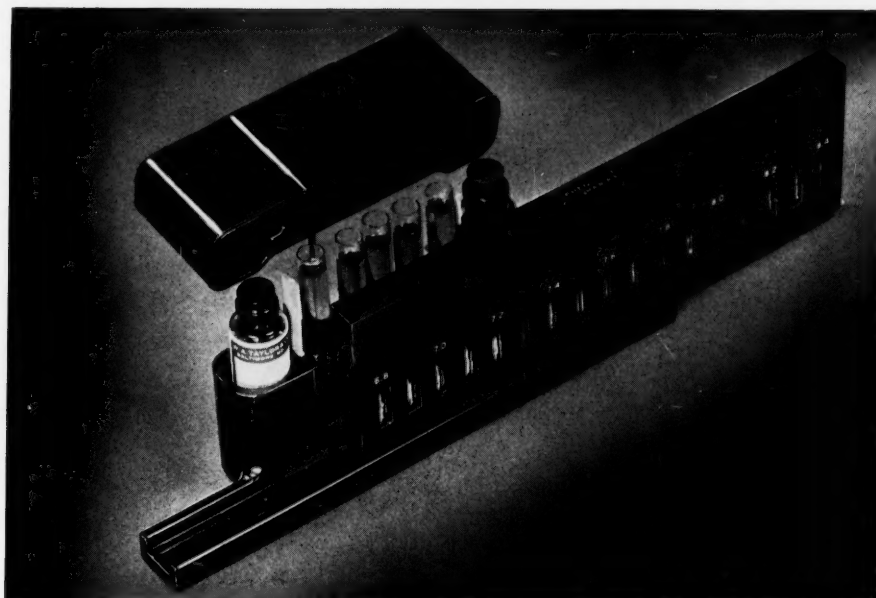
A portrait of Lord Calvert was painted by Roy Spreter and from this was reproduced the front label for the bottle. A gold and brown background is utilized for the portrait which lends an atmosphere of dignity and quality to the package. Back labels are mandatory since the government demands them. The back label, in this case, was beautifully executed despite the fact that the creative department was faced with certain limitations since government regulations restrict size of type to be utilized. The label is multi-colored in buff, gold, brown and red and is oval shaped.

The molded closure adopted for the new container is designed to continue the graceful lines of the bottle itself, being dome shaped to follow the lines of the bottle. A Cel-O-Seal secondary closure is utilized with a tear-tab to facilitate removal of the seal.

Credit: Bottle by the Owens-Illinois Glass Co. Cel-O-Seal by E. I. du Pont de Nemours & Co., Inc. Labels by the Gamse Lithographing Co. Medallion by the American Bank Note Co.

Designed to emphasize exclusiveness, an engraved medallion, on which appears a registered number, is affixed to each bottle. The decanter shaped container identifies "Lord Calvert" with other brands in the company's line, but labels and closure add distinctive features.





1. The Taylor slide comparator, both package and product in one, providing a receptacle for various chemicals and for the comparator test tubes. The comparison slide moves in the groove in the foreground when the unit is utilized in the laboratory.

PLASTICS FOR LONG LIFE

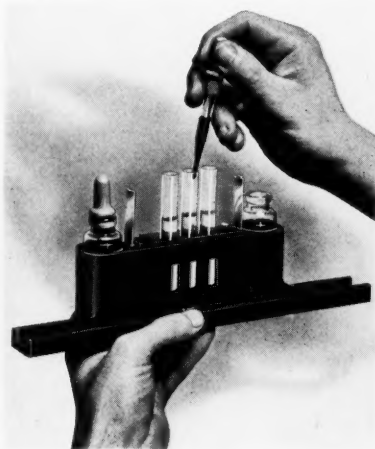
When the package is a major part of a product molded synthetics are ideal

The slide comparator of W. A. Taylor & Co., Inc., is a typical example of an increasingly important group of instruments which tend to merge package and product functions and which thus require specialized packaging materials and methods to provide sturdiness, sanitation and long-lived good appearance. In the case of the comparator—an instrument used for the colorimetric determination of alkalinity of liquids—an additional consideration is introduced by the necessity for the interchangeability of some of the package-product parts.

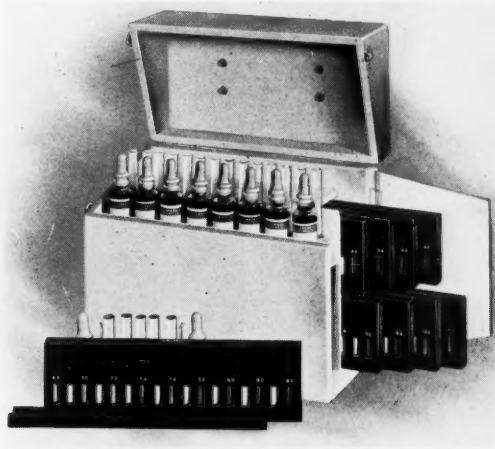
To meet these requirements under particularly difficult conditions and in the presence of water, acids and alkalis, the company has recently begun to market new molded plastic comparator sets utilizing five separate molded pieces. Two of these form a sliding scale; two form the base of the instrument and provide receptacles for the various test tubes and supplies and the fifth forms a cover for the supply section. The slide of the instrument contains nine color standards alternating with ampules of distilled water. Behind (Continued on page 86)

2

2. In use, the instrument carries all necessary chemicals and applicators so as to provide a complete and portable laboratory unit. 3. Long range slide comparators utilize interchangeable slides which are housed in a wooden case, to supplement the standard instrument



3





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1. This pretty miss has just deposited five cents in a slot machine and received her after-luncheon apple. She's surprised to find a label on it. 2. Since the label carried the word "pull" at its end, she starts pulling and then the fun begins. 3. An invisible "skin" of a latex compound pulls away with the label.

THEY "DIP" THIS PACKAGE

Apples are "bathed into" a latex protective coating to produce "Rapals"

There was a time, not so many years ago, when almost all apples not consumed locally were barrel packed for shipment to distant domestic markets or for export.

Particularly in the case of western fruit, this practice has largely disappeared in favor of careful sizing and grading, individual wrapping and careful packing in wooden boxes. This western interest in improved methods of preserving and shipping fruit has continued through the years and has resulted in the experimental adoption of numerous new containers, several of which are finding increasing use on a commercial scale.

Such containers have been designed, quite naturally, to afford protection to the fruit in shipment and storage, since most western fruit must travel over relatively long distances to reach its markets. More recently, however, attention has been devoted toward protecting the individual piece of fruit and one of the most spectacular protective processes resulting from this type of research is the recently developed Rapal process, in which a removable transparent trade marked covering is placed over the individual apple.

The process itself is a relatively simple one and susceptible to various degrees of mechanization according to the volume to be processed. Essentially it consists of an arrangement of traveling hooks, each of which holds an apple and drops down to dip it into a latex compound

bath. After being allowed to drain, the apples are passed through a drying chamber and the latex coating forms a clear transparent protective film, excluding all air from the fruit. As the apples proceed along the line of travel, a trade mark is applied. This serves the additional function of providing a tear strip to permit the consumer to later easily remove the protective coating. As a final step, a hardening agent is applied to overcome the natural tackiness of the latex.

The use of latex is induced by the fact that rubber has the unique ability to dissolve carbon dioxide. Thus the coating prevents the oxygen of the air from reaching the fruit, yet it permits excess carbon dioxide, formed by the fruit, to escape by dissolving into the latex and returning to a gaseous state after passing through the latex wall.

It is claimed for the process—due to the phenomenon described above—that the life of the fruit can be preserved for many months past its normal season. It is, however, essential that the fruit be processed in its prime for, if it has already begun to break down, it is not possible—merely by applying a latex coat—to make the fruit "healthy" again. Cases are reported of Delicious apples removed from storage in February of this year and processed by the Rapal method. Kept at room temperature since this proc- (Continued on page 88)

4. As our stenographer continues to pull, she revolves the apple in her hand, drawing the entire "skin" off in a single operation. Beneath the "skin" she finds a washed and "polished" apple, in a perfect state of preservation. 5. A second later and the first munch brings forth a smile of enjoyment. The process by which the "skin" is applied represents a completely new packaging method which is reported to have application to the preservation of a number of other fruits as well as apples. The coating is applied by dipping, but differs from previously used wax or other coatings in that it is removed in a single, simple operation by the ultimate consumer.

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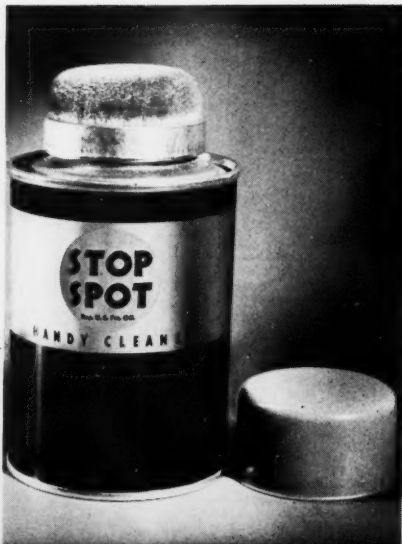
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8



1. Helena Rubinstein's practical and efficient answer to the feminine problem of maintaining cleanliness and freshness is a four-in-one compact. The new minute make-up gadget contains cleansing pads, powder, rouge and lipstick. The gold colored case is in elaborate baroque design. Along with the minute make-up compact comes a plastic jar containing a reserve supply of make-up pads so that the vanity's reservoir may be replenished as needed. The two items are presented in a container that affords neat display on the store counter. The gold covered base of the container is die-cut to hold the plastic jar in place and a slanting raised platform holds the compact in an easily seen position. The curved lid is covered in a paper simulating wood, the only decoration being the company name in bold, gold lettering.

2. The private mold containers recently adopted by the Holsum Products Co. for its salad dressing incorporates many features ideal for this type of product. There are no sharp angles to trap air bubbles, the smooth contour, at the same time, permitting ease in filling and content removal. The restrained ornament embodied in the vertical groovings of the container permits ample product display with an adequate label space. The label is printed in tomato red with green lettering and the closure is lithographed in black and white. Glass containers by the Hazel-Atlas Glass Co. Labels by the Phillip Lithographing Co.

3. A folding carton, decorated in red and black on a white background, is supplied with a platform so die-cut and scored as to afford a compact setting for the various items included in the Pee-Chee-Wite shoe cleaning kit. A bottle of white shoe cleaner is packaged in a carton decorated in a manner similar to that of the shipping-display container. Platforms on either side of the cleaner hold sponges, polishing cloth and mohair cloth, each item held in place by die-cut tabs. The inside of the lid lists the contents of the kit and directions for cleaning various types of white shoes. The Pee-Chee Cleaner Mfg. Co. conveys the message on all sides of the carton, "The complete kit for home, office, travel." The compact unit provides all the necessities for proper shoe care in a manner which assures ready availability of each of the polishing accessories. Cartons by Robert Gair Co., Inc. Closures by the Aluminum Co. of America.

4. To satisfy a demand for a handy little kit to hold nail enamel and remover, Revlon has brought out the "Quick Trick" ensemble. A tweed-like case, not much larger than a change purse, holds regular sized containers of enamel and remover, a small emery board and an orangewood stick. Thus all the necessities for a quick manicure are made easily accessible in a compact and neat manner. A button type fastener holds the lid firmly closed. Case by the A'Cadia Cosmetic Kit Co. Bottles by the Carr-Lowrey Glass Co. Labels by Richard M. Krause, Inc.

5. An interesting example of transition in container design is furnished by the P. D. George Co., manufacturers of the Pedigree line of products for the printing trades. In the foreground may be seen the new, smartly lithographed drum as contrasted to the plain black steel pail. Green is the dominant color with a white shield on the front carrying the lettering in green. Orange is utilized for trim and for directions on the back of the container. A lock-lever type of closure replaces the lug cover of the former package. Container designed and supplied by the American Can Co.

6. On first appearance, this might seem to be just another transparent hat box. But note the cover which is drawn from a single piece of sheet material without seams. This is reported to be the largest drawing of rigid transparent material commercially attempted. Die-cut holes on either side of the container permit the insertion of cord which is tied to hold the lid firmly in position and likewise

enables the consumer to easily carry the package. Container made by Central States Paper & Bag Co., Inc. Lumarith Protectoid is a product of the Celluloid Corp.

7. In 1935 the Union Oil Co. of California introduced "Stop Spot," a cleaning solvent packaged in a specially designed container, which featured an applicator cap made of mohair, enabling the user to quickly and easily remove spots from clothing, fabrics, etc., without the use of cleaning rags. Redesigned this year, the new metal "Stop Spot" container has an automatic sealing valve inside the applicator cap to prevent evaporation or leakage of the fluid. By turning the container up on end, a small steel ball is released from a vent, permitting the correct amount of solvent to moisten the mohair applicator. When the package is placed upright, the ball automatically falls back in place, effectively sealing the opening. The new black, silver and red package is reported to sell for the same price as the former container and holds 60 per cent more fluid. Can by the Phoenix Metal Cap Co. Applicator produced by the Wilco Sales Co.

8. Packaged in its novel bullet-shaped wooden case containing a Kimble vial, "Charvai" has become a fast selling perfume in many syndicate stores. The perfume is protected against leakage and evaporation by its screw-capped Kimble vial, the whole being safeguarded against breakage by the wooden cylinder which, in turn, is distinctive in appearance. The entire ensemble is striking in appearance considering the fact that the package is created for an inexpensive product.

9. The Krop-Saver Chemical Co., Inc., is utilizing a container for the merchandising of its insecticide powder which does away with the messy process of filling a separate gun or duster from a bulk container. Note how the discharge outlet is placed near the edge of the fibre cylinder to facilitate the flow of the insecticide behind cabinets and radiators and other such places as cannot be readily reached through the method of having a centered outlet. The gun is styled to be small enough to be easily manipulated, yet sufficiently large to permit only infrequent replacement. The inner cartridge is so designed as to permit rapid filling by the packer and the outer portion of the nozzle end of the gun, when glued in place over the breather tube, serves as a handle by which to hold the gun while manipulating the pump action. Fibre container by the R. C. Can Co.

10. Lake Shore honey, a product of W. F. Straub & Co., is now available in 5-lb. containers. The 5-lb. lithographed tin is supplied with a dispensing no-drip spout, an advantage previously incorporated into the company's 1-lb. containers. It was found, the company claims, that the consumer lost approximately a half pound of honey when the product was ladeled out with a spoon and thus the no-drip dispenser is offered as a means of gaining economy as well as a convenience. Container decoration is planned to tell the consumer at a glance what is contained within the package. Design likewise duplicates in metal the 1-lb. package merchandised by the company—a glass container which simulates an actual honeycomb, placed in a die-cut carton. The tin container is lithographed with a simulation of honeycomb with the top panels and sides printed in blues and white, the latter duplicating the carton.

11. Mushroom containers of berry basket shape and folding carton construction are not unusual. But here is one, developed by C. S. Fred, which replaces the usual conspicuous round die-cut air vents. The vents are formed at the top of each side by the folding of the cartonboard. A blue walled board is used to protect the contents and to emphasize their whiteness of color by serving as a background. Cartons produced by The U. S. Printing & Lithograph Co.





The tri-colored box carries not only a portion of Bicarbonate of Soda but a tumbler and spoon as well.

SAMPLE PACKAGE HITS THE SPOT

Columbia Alkali takes the heartaches out of sampling industrial Bicarbonate of Soda

The Columbia Alkali Corp. is a producer of bulk quantities of Bicarbonate of Soda which is sold to the milling, drug, chemical manufacturing and other industries. Its smallest shipping unit is a 112-lb. keg and it has, therefore, quite naturally found it impracticable to place sample containers on the desks of those executives who are its prospective customers. It has, however, recently utilized packages in a novel way to overcome this sampling difficulty and to create a favorable impression among the prospective purchasers of bulk Sodium Bicarbonate.

To a selected list of these executives, the company recently mailed an offer to send a gift package of Bicarbonate of Soda for the office medicine cabinet to all those who returned the enclosed business reply card. An unusually high return—in excess of 30 per cent—was obtained through this mailing and to each of those who returned the card there was promptly sent a bright red, white and blue set-up box, covered with highly glazed papers and attractively printed.

Within the box, the recipients found a glass tumbler

filled with brilliant white Sodium Bicarbonate and topped by a paper disc held in place by a viscose band. A silver measuring spoon was likewise enclosed. The label on the wall of the tumbler suggested to the recipient that the contents be transferred into the set-up box and that the glass be used for mixing individual doses.

The company reports an unusually favorable reception for the gift package, innumerable recipients having expressed their thanks in voluntary reply letters. The dual purpose of obtaining goodwill and sampling a hard-to-sample product was thus attained while—at the same time—the company made certain that in a very large proportion of the offices of its prospective customers, there would be a constant reminder of the company, of its product and of its position in the field.

Credit: Package designed by H. L. Poulton of The Columbia Alkali Corp. and the Brown Advertising Agency. Box by the Container Corp. of America. Tumbler by the Anchor Hocking Glass Corp. E. I. du Pont de Nemours & Co., Inc., Cel-O-Seal band supplied by the Armstrong Cork Co.

ON THE COSMETIC FASHION FRONT

As always, this branch of packaging indulges in some summer whimsies and produces some notable packaging ideas

From various sources comes news of recent cosmetic packaging innovations. We find novel goings on in glass. We find the rigid transparent container being adopted for the introduction of a new product. And we find a wicker basket carrier for beauty items to be utilized in beautifying and protecting the feminine swimmers at the beach.

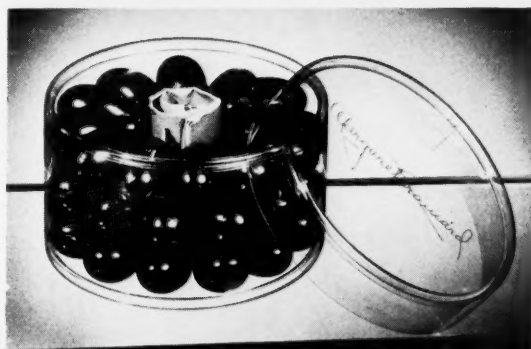
It seems to be regular practice for both package designers and cosmetic manufacturers to incorporate a high degree of novelty and ingenuity in the containers used for the merchandising of eau de cologne. Irving W. Rice & Co. follow the trend and are marketing their cologne in a glass container designed in the form of a cluster of grapes. Since the fragrance is available in several colors—pink, blue, grape or green—the product itself adds to the appeal of the glass container. Realism is emphasized by leafy foliage at the neck of the bottle. The cork closure is overwrapped with a Cel-O-Seal secondary closure, and a foil band around the neck of the container identifies the product. The bottle has been designed with an eye to reuse as a decorative unit after the cologne has been used up—a flower or ivy vase, a table or mantel ornament.

The cologne in its grape-shaped container is shipped and displayed in a set-up box gaily striped in green and purple. A cellulose acetate lid permits visibility of the novel grape cluster container as it nestles in its bed of shredded tissue paper.

When at the beach, the feminine world requires and desires more than just cologne and Germain Monteil supplies the necessary accessory cosmetic items in the form of an ingenious beach kit for sun worshippers. A little wicker basket which is designed along the general lines of a small French picnic basket is lined with water-repellent material in vivid grass-green. Stored away in the basket is powder, lipstick, tanproof lotion (or suntan oil) and a tube of suncream. Each of the items has its own individual holder into which it fits snugly so as not to rattle about. The wicker carrier is roomy enough to allow space for a few extra personal gadgets—bathing suit, sun glasses, a book.

For beach use the kit would seem to be ideally suited, being practical as well as lovely to look at. Reuse for the basket might well be found for picnic lunches or even as a carrier for knitting paraphernalia.

Another newsworthy cosmetic item recently launched may be tucked into a handbag and used at the beach, at the Fair or while en route to any corner of the world. Margaret Brainard, Inc., has developed a tiny emerald capsule which contains what is known as super-concentrated face cream. The "Capsufacial," being new and different, is being merchandised in (Continued on page 80)



1. This unusual grape cluster cologne bottle is marketed in a set-up box with rigid transparent hood.
2. Brainard "Capsufacial" demonstrate their novel nature in a transparent drum-type box with transparent dividers separating layers.
3. Germain Monteil sponsors this picnic basket cosmetic kit.

Old Method

LEFT AND RIGHT HAND CHART

PART #622-4 Sleeve & Partit. Box DATE 9/1/38
 OPERATION Box 5x20 Ampul. File, CircBY C. H. C.
 DEPARTMENT Ampul Finishing METHOD Old

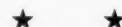
SYMBOLS:—○ = Transportations ○ = Operations

Description of LEFT HAND Motions		Description of RIGHT HAND Motions
Box aside on table	○	To box sleeves
Release box on table	○	Grasp box sleeve
To right hand	○	To center position
Open box sleeve	○	Hold box sleeve
Fold down tab	○	
To partitions	○	
Grasp partition	○	
To right hand	○	Release box
Form partition	○	Form partition
To box	○	Hold partition
Grasp box	○	
To right hand	○	
Hold box	○	Insert partition
Release box	○	Grasp box
To ampules	○	Hold box & partition
Pick up 5 ampules	○	
To box	○	
Insert 5 ampules	○	
To box of files	○	
Grasp file	○	
To box	○	
Place file in box	○	
To circulars	○	
Grasp circular	○	
To table	○	
Fold circular	○	
To box	○	
Insert circular	○	
Close box top	○	
Grasp box	○	Release box

MOTION STUDY APPLIED TO HAND PACKAGING

by CLIFTON H. COX*

Modern Packaging presents here one of the first descriptions and analyses of an actual motion study case history of hand packaging operations. The possibilities for the use of motion studies in increasing efficiency in packaging have been overlooked by all except a few manufacturers. That such studies—when properly carried out—can effect important savings, is proven by the case history here presented.



Many volumes have been published detailing methods by which those firms, who package large quantities of a few items, can use automatic or semi-automatic machinery in the perpetual endeavor to reduce unit packaging costs. Very little in the way of operation simplification has been offered to those companies whose production consists of a great many small lot runs, on a wide variety of products, which cannot economically be done on even the least expensive semi-automatic machines.

Individual problems in small lot production shops are proportionately small in magnitude, as compared to the large lot, automatic assembly line plants' troubles. But multiply these small problems by the number of operations and products usually handled in this type of shop and the resultant production management headache will be equally as bad as those of the large producers.

Regardless of size, type or style of a business, everyone recognizes the economic drive toward lower selling prices and corresponding decreases in production costs. Decreased costs mean decreased selling prices; decreased selling prices mean increased sales; increased sales mean increased production; increased production means increased employment and the possibility of increased wages. New and faster machinery may open the road to this Utopian state for the large producers. But how can

*Industrial Engineer, Merck & Co., Inc.

the small lot management, the major part of whose operations are performed manually and who face increasing wage rates and decreasing hours, ever hope to start the economic wheel moving? In what direction lies the starting wedge that will reduce production costs on operations requiring nearly 100 per cent manual work?

One tool of scientific management (currently called work simplification) was specifically designed to be used in reducing the cost of hand operations. The tool is motion study, which is defined as "a common-sense method for analyzing operations performed by the left and right hands and for determining 'the one best way' of doing work, through elimination of all unnecessary motions and by rearranging all necessary motions into the most economical sequence."

Motion study is not a newly discovered system of wand waving magic that will automatically reduce hand operating costs 50 per cent to 60 per cent. It is a 50-year-old method of practical analysis which has assisted the common sense and good judgment of thousands of executives, supervisors and foremen in their eternal search for better ways to produce their standard quality products at the right time and with the least possible expenditure of time and energy. It has repeatedly produced savings from 10 per cent to 70 per cent of old method costs. Motion study has been extensively used in machine shops, foundries, mechanical assembly work and a wide range of other industries, but its principles have not, as yet, been exploited in the packaging field to any great extent.

In order to present the individual elementary motions made by the left and right hands in performing any manual task, the left and right hand chart is used. The sample chart, shown in Fig. 1, lists the "old method" motions required to make up a two-piece folding, sleeve and accordion partition type, box; insert five ampules into the partitions; place a file, for opening the ampules and a descriptive circular on top of the ampules; fold and close the top flap of the box and place the assembled package aside on the work table.

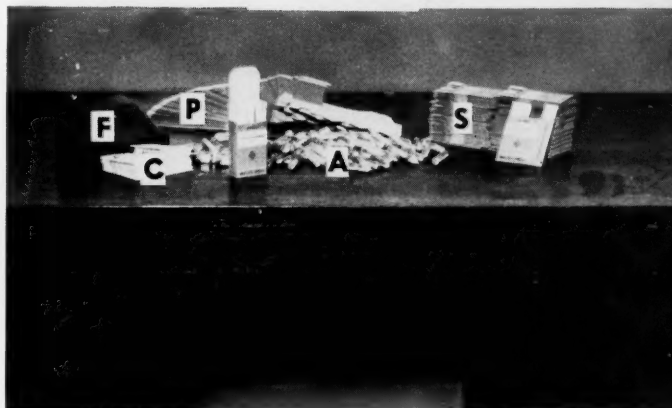
Fig. 2 shows the actual work arrangement with box sleeves on the right side, partition and ampules in the center and a box of files with two piles of circulars on the left. Fig. 3 indicates how the operator performed the boxing or packaging operation.

With this information on hand, we are prepared to analyze each of the hand motions through the use of a definite set of rules. Nine principal rules of motion study apply to those hand motions most commonly used for manual packaging operations. They are:

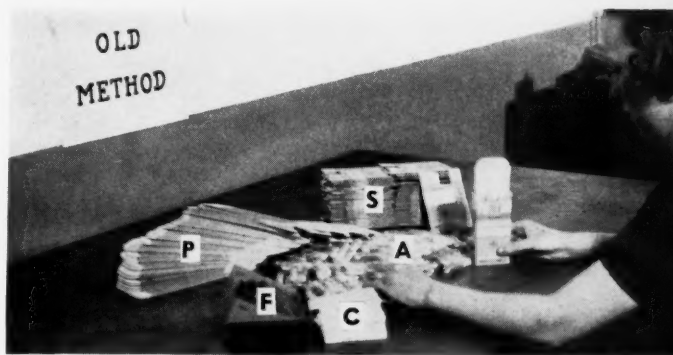
1. Motions of both hands and both arms should be simultaneous in action, opposite in direction, symmetrical, and of the lowest practical classification.
2. Tools and materials should be pre-positioned in definite locations, within the maximum work area, in relation to the sequence of operations and as close to the point of use as practical.
3. Gravity feed bins should deliver material close to the point of assembly.

Old Method

OLD METHOD

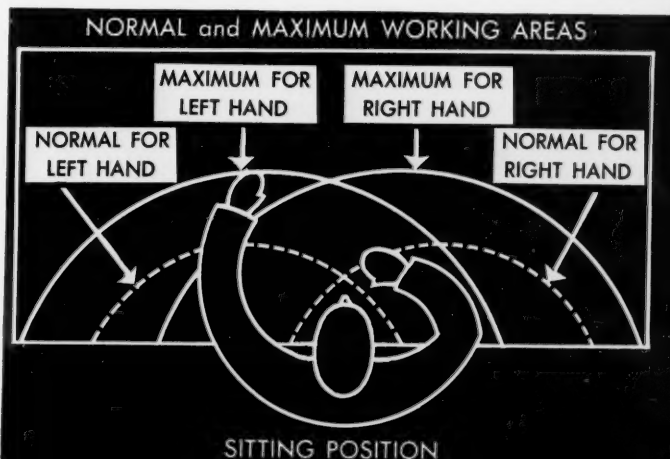


2. Table set-up of product and supplies under the old method of working. Letters identify the following: S-box sleeves, P-partition, A-ampules, F-files, C-circulars.



3. How the operator performed the packaging operations under the old method. Note the random distribution of materials and the absence of fixtures which would hold these materials in the most convenient position for use.

4. The chart shows normal and maximum working areas for operators working at assembly tables when properly seated. Supplies should all be available within the maximum area and performance of handling operations should, if possible, occur within the normal work area.



New Method

LEFT AND RIGHT HAND CHART

PART #622-4 Sleeve + Partit. Box DATE 9/16/38

OPERATION Box 5x20 Ampul File + Circ. BY C. H. C.

DEPARTMENT Ampul Finishing METHOD New

SYMBOLS:— ○ = Transportations ○ = Operations

Description of LEFT HAND Motions		Description of RIGHT HAND Motions
To box sleeves	○	Same as left hand
Grasp box sleeve	○	"
To table	○	"
Open sleeve	○	"
To jig	○	"
Insert box and tab	○	"
To partitions	○	Wait for left hand
Grasp partition	○	
To right hand	○	To left hand
Form partition	○	Same as left hand
To box	○	"
To partitions	○	Insert partition
Grasp partition	○	
To right hand	○	To left hand
Form partition	○	Same as left hand
To box	○	"
Insert partition	○	"
To ampules	○	"
Pick up 5 ampules	○	"
To box	○	"
Insert 5 ampules	○	"
To file hopper	○	"
Grasp file	○	"
To circulars	○	"
Place file on circ. and fold circ.	○	"
Grasp circular	○	"
To box	○	"
Insert file and circ.	○	"
Close box top	○	"
Grasp box	○	"
Box aside on table	○	"
Release box	○	"

- For handling small objects, the "full-hook" grasp is faster than the "pressure" grasp and sliding is faster than carrying the piece to location.
- Natural, rhythmic and continuous curved motions are preferable to straight line motions requiring sharp and sudden changes in direction.
- Hands should be relieved of all work which can be performed by the feet.
- Jigs and fixtures should relieve the hands of as much holding as is practical.
- Drop-delivery chutes should be utilized wherever practical.
- Work place height and chairs of proper type should be arranged for correct operator posture.

Applying rule No. 1 against the list of motions shown in Fig. 1, we find that practically none of the sets of motions are simultaneous, opposite or symmetrical. This is the first indication that a definite improvement can be made in the old method.

By examining the work place, shown in Figs. 2 and 3, we see that although materials are in definite locations, they are not pre-positioned for use and are not all within the normal work area. (See Fig. 4, rule No. 2).

Figs. 2 and 3 show that rule No. 3 has not been complied with, because gravity feed bins do not deliver material close to the point of assembly.

A part of rule No. 4 has been violated, because a "pressure" grasp is used to pick up a file from the supply box.

By laying out the materials in a semi-circular arrangement, the type of motions required by rule No. 5 have been obtained.

Rule No. 6 does not apply to this job, since all elements are necessarily performed by hand.

The left and right hand chart indicates that one hand is performing a "holding" operation during nearly the entire cycle. This immediately indicates a large possible saving by using some jig or fixture to replace the hand holding of the box, as called for in rule No. 7.

Use of drop delivery chutes was not considered in this application, but rule No. 8 can very often eliminate unnecessary "put-away" transportations.

Regarding rule No. 9, the old work height was considered satisfactory, but a posture chair was provided in the new set-up to give the operator proper support.

This type of analysis indicated that a considerable portion of "old method" motions were resulting in waste, because they were unnecessary or could be simplified. By ruling out all "holding" operations and noting those other elements which were considered excessive, it appeared that practically the entire job could be done as well and as fast with one hand as it had been done with both hands.

In order to obtain sets of motions that would be simultaneous in action, opposite in direction and symmetrical, it was decided to pack two boxes at the same time. This meant a dual supply of box sleeves, files, circulars and a central supply for partitions and ampules. This set-up would permit the proper type of motions in as-

sembling all material except the accordion type partitions, but, since the folding of this piece was rated as a "two-handed" job the one supply location was judged to be satisfactory.

Fig. 6 shows the new locations of all materials, prepositioned well within the normal work area and arranged in relation to the proposed sequence of use.

Complying with rule No. 3, gravity feed bins for box sleeves were constructed of sheet iron with a dispensing arrangement so that only one sleeve can be removed at a time. To keep the supply sliding into dispensing position, a weight on small rollers was placed back of the last sleeve in each bin.

File hoppers were attached to the front of each sleeve bin and were so constructed as to permit a "hook" grasp.

Two metal lined recesses, made in the table top, were designed to hold the opened sleeve during the entire assembly, filling and closing cycle and replaced the hand holding operation noted in the old method.

The ampules, placed in a small carrier at the labeling operation, were positioned in the center of the new arrangement. A 45 deg. tilt for the box facilitated the removal of ampules.

Two small cardboard holders keep the circulars in fixed position and at the proper angle for rapid folding and grasping.

The common supply of partitions was located on a cantilever type rack over the top of the ampule supply box. This material was also set at an angle to permit an easy grasp of a single partition with the left hand.

Fig. 7 illustrates the position of the operator's hands and arms in relation to the new material locations and the method used for selecting two box sleeves at the same time. (Note posture chair supporting operator's back and relation of seating height to table height.)

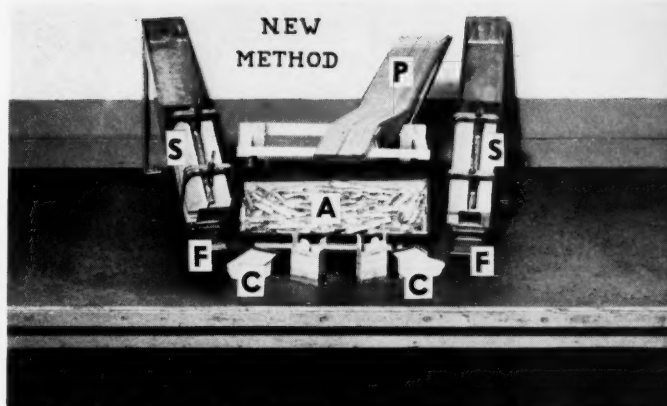
Reference to the "new method" left and right hand chart, shown in Fig. 5, indicates that left and right hand motions have been perfectly balanced, except for the folding and inserting of partitions, which was previously described as a "two-handed" job. "Holding" has, of course, been eliminated from the new chart and several of the former operations have been simplified—for instance, the file is now grasped, carried to the circular, folded in with the circular and only one transportation to the box assembly is required in place of two trips by the old method.

The new left and right hand chart has another use besides that of indicating balanced motions, simplification of operations and the relative number of transportations and operations. It is also an instruction sheet to make sure that every operator uses the same "one best way."

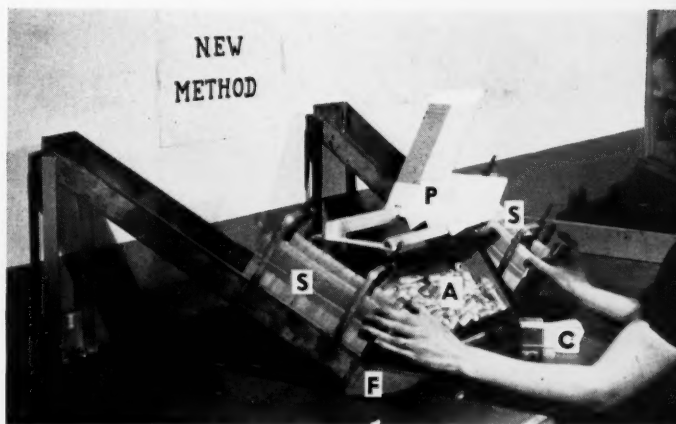
Actual savings resulting from this application of motion study to the particular hand packaging example, was a production increase from 120 boxes per hour to 215 boxes per hour, or a unit packaging cost decrease of 44 per cent.

All applications of these principles are not as easy nor as fruitful as this particular case. But the technique of analysis, the chart forms and the rules of motion study are universally applicable to all types of manual work.

New Method



6. Contrast the new location of materials with that on page 33. Since the new method calls for assembly of two packages at once, some supplies are stacked in duplicate fixtures, gravity feeds being used for box sleeves.



7. Position of the operator's hands and arms in relation to the new material locations is clearly shown. Note how operator selects two box sleeves at the same time.

8. The comparative summary shows a saving of 44 per cent of old method time since the adoption of the new method. Note that while cycle time has increased fractionally, each new method cycle produces two finished packages.

COMPARATIVE SUMMARY	OLD		NEW	
	L.H.	R.H.	L.H.	R.H.
Total number of transportations	13	2	15	13
Total number of operations	17	9	17	17
Total cycle time	.50 mins.		.56 mins.	
Number of pieces per cycle	1		2	
Cycle time per box	.50 mins.		.28 mins.	
SAVED—.22 mins. per box, or 44% of old method time.				



Left: Saks Fifth Avenue has been one of the largest users of printed cellulose broadsides, sending these, with its monthly statements, to charge account customers. The broadsides fold neatly into a No. 6 envelope and their light weight requires no added postage beyond that necessary for sending the ordinary bill. Below: Three more examples of recently used broadsides. Note that the technique involves the use of an all-over background—in these cases, a gold background—which serves to set off the color reproductions of models and merchandise. Photos courtesy Shellmar Products Co.



PRINTED CELLULOSE INSERTS

Used by department stores as envelope stuffers, these seem to offer packaging possibilities

Charge account customers of New York stores have, in recent months, found in the envelopes which bring them their monthly bills, envelope stuffers of a new and extremely attractive sort. Instead of the usual printed paper insert or card, they found a glistening broadside of transparent cellulose. As it slipped out of the envelope, its lightness and its neat fold belied its actual area, for these broadsides often measure as much as 12 in. by 20 in.

And when they are opened by the consumer, they make a strikingly attractive presentation, far more powerful in color and in appearance than any newspaper advertisement and far larger than any presentation that might be made on the pages of the fashion magazines. Full color photographs and renderings of various types of merchandise are backed by silver and gold—all printed to be read through the sheet of cellophane and thus all gaining a luster and sheen that vastly increases their eye-attracting power.

As used in this way, cellophane broadsides are relatively new, yet they have already spread like wildfire as

one cooperating manufacturer or store after another has heard of the sales increases achieved in earlier instances.

In most cases, the broadsides have been prepared as a matter of mutual cooperation and mutual sharing of the cost between stores and merchandise manufacturer, although, in some instances, manufacturers have stood the entire cost of the job, with the exception of the store's own folding and mailing expense. In some other instances, stores have combined a number of products of various manufacturers on a single broadside and, in these cases, the expense has been borne by the department store or specialty shop.

The technique of printing utilized on these broadsides is one originally developed almost entirely for packaging purposes and one, therefore, which is familiar to package users, many of whom have purchased similar materials in the form of printed box wraps, holiday bands, etc.

Curiously, however, packagers seem to have overlooked the possibilities of brightly printed transparent cellophane as promotional materials to be used in conjunction with the package, in the form of stuffers, package inserts and package-carried booklets. Perhaps too close to their own problems to see the opportunity, it has remained for others to show the packager what might be done in this field.

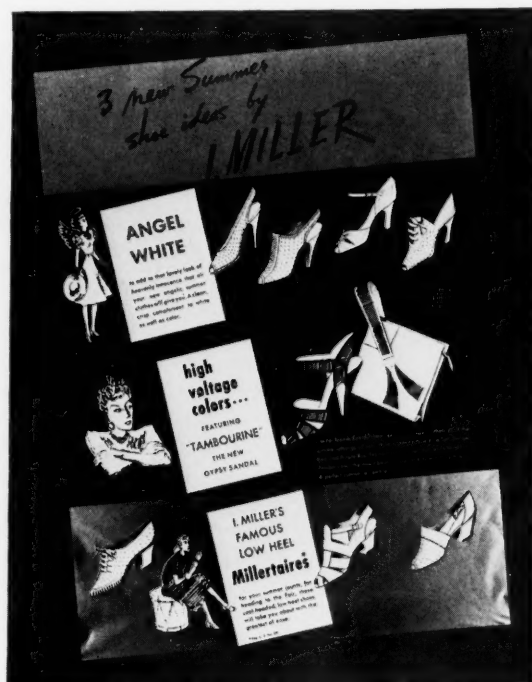
Needless to say, the printed transparent insert or package advertisement will, in all probability, cost somewhat more—though not necessarily very much more—than paper inserts of types now being used. Its effectiveness upon the consumer may be judged from the experiences of the stores cited above, for Madam Consumer, instead of opening her tooth paste or shoe polish carton to find a dull, drab, crudely printed insert, will, no doubt, react most favorably to the discovery of a brilliantly colored and glistening transparent cellulose advertising broadside.

Moreover, the light weight of the material and its compactness when folded should permit the use of relatively large inserts of this type and should thus provide the added eye-attracting power of size as well as color and brilliance.

Particularly among the luxury packages, the makers of fine table delicacies, cosmetics and similar products, whose lines are usually broad enough to profit by cross advertising of products—the use of such folders would be indicated as a means of increasing consumption of all items in a line by colorfully presenting the remainder of the line to the purchasers of any given item.

In numerous other instances, where plain transparent cellulose is now utilized, or where printing is of purely decorative nature, the experience (*Continued on page 86*)

Below: Gold and black are combined as background for this colorful broadside advertising I. Miller summer shoes. Photo courtesy the Forbes Lithograph Manufacturing Co.





HELPING THE SHOE REPAIRMAN

1. Cat's Paw cement cans are designed to emphasize the spectacular trade name since they are displayed not to the users of the cement but, rather, by these users to the ultimate consumer—the purchaser of Cat's Paw rubber heels.

2. Dealer acceptance for the Cat's Paw carton is enhanced both by its display value and by its unique perforated claim check and repairman's tag which forms the rear face of the package.



Many a product which does not reach the ultimate consumer in packaged form can yet profit by sound and carefully planned display packaging.

This is particularly true where the product is utilized in service shops—such as shoe repair shops—where dealers welcome an attractive package as a means of dressing up their otherwise bare store interiors. If, in addition to factors of consumer attraction and display, the sponsor of the package can build into it features of dealer convenience, dealer acceptivity for the product and the package may quite reasonably be expected to increase. A typical case in point is found with the experience of the Cat's Paw Rubber Co., Inc., makers of rubber heels and of the cements utilized by dealers.


This company, upon studying dealer habits in handling rubber heel cartons, noted that most heels were packed in a conventionally shaped container in which one heel is placed on top of the other. While this type of container resulted in a minimum consumption of carton board, the company none the less decided to introduce its own product in a flat rectangular container. By so doing, a number of objectives were attained. First, it became possible to print, on the back of each carton, a complete shoe repairman's tag, so perforated as to permit the dealer to remove it from the rest of the

container and apply its major portion to the pair of shoes utilizing the heels, giving the minor stub, as a redemption claim check, to his customer. Shoe repairmen value the check since it cuts down their individual cost in having tags printed.

Another factor also operated to induce the use of the larger carton in that it permitted shoe repairmen a greater opportunity for developing window display or attractive counter set-ups. A great many shoe repairmen have developed a habit of placing their heel boxes on edge, facing outward, in order to build up small shelf displays. The Cat's Paw carton lends itself admirably to this purpose and presents a far larger poster area to the consumer, thus meeting dealer desires.

The same line of thought led the company to abandon a plain metal cement container which had utilized a crude paper label. This was replaced with a lithographed, highly decorative can, which may seem to have involved an unwarranted expense for this sort of product, until it is remembered that this, too, is frequently placed in a display position by the dealer, in an attempt to fill up otherwise empty shelves and windows. Thus the shoe repairman today willingly accepts and willingly displays these container-posters.

Credit: Cans supplied by Crown Can Co.



THE NOTES ARE THERE FOR ANYONE TO PLAY...

But none but the true master . . . whose vibrant chords hold motionless the audience . . . can fill the hall. (It's much the same with every creative skill . . . and package-making especially. (For the same fancy paper . . . the same adhesives . . . are available to anyone. But it takes a creative as well as experienced box and carton maker—like Burt—to convert them into real selling packages. (Boxmaking—to Burt—is more than a skill . . . but an art . . . based on a knowledge of people, and products. Burt packages are designed upon the one common denominator—the only denominator—that can sell your product—people's needs and desires! (That is why the beauty of BURT packages—boxes and cartons—is TIME RESISTANT, FASHION RESISTANT, COMPETITION RESISTANT . . . and why, across the years, as well as day in and day out, the sales Burt packages make for our hundreds of clients march steadily on.

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebel
P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
623 1/2 South Grand Ave.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Baylston St.

CINCINNATI
221 Walnut Street
Telephone: MAin 0367

SPRINGFIELD
P. O. Box 214
Highland Station

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street West
Toronto 2, Canada

CUT YOURSELF A LENGTH OF SAW

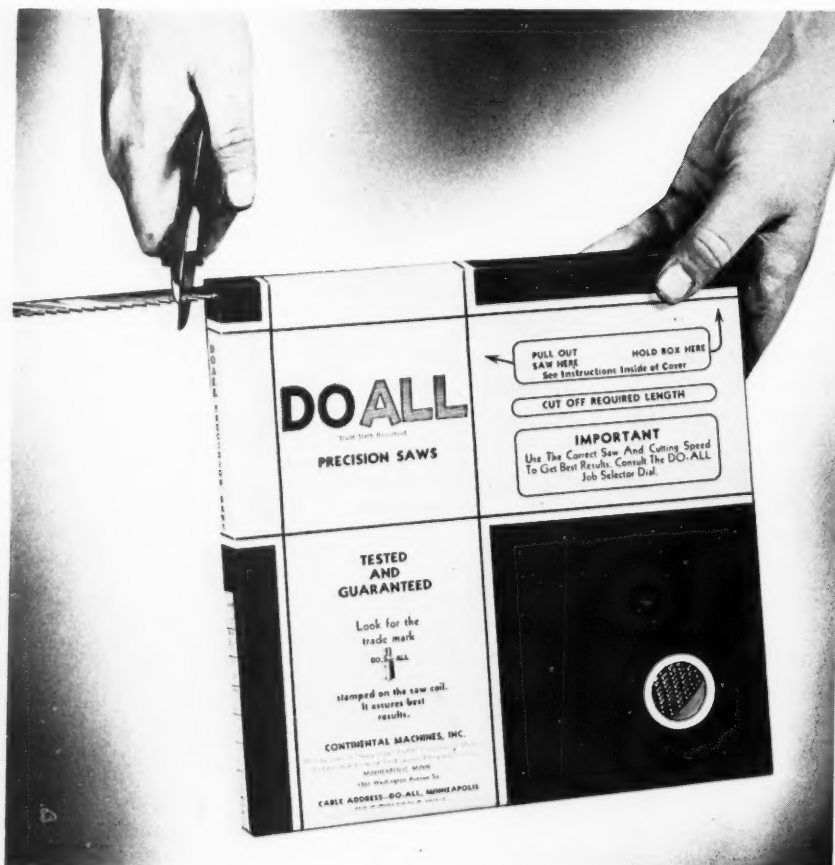
"and save your hands while doing so" says this new Doall box

The packaging of industrial products is primarily a matter of solving specialized problems introduced by the differing nature of each product—problems relating to the storage, identification, handling and preservation of tools and accessories. A typical instance of the successful solution of such a series of problems is found in the new Doall band saw box developed by Continental Machines, Inc. This company desired to devise a means of handling and dispensing coils of metal band saw so as to eliminate the possibility of coil getting out of control and so as to provide complete protection for the delicate saw teeth—protection against both rust and damage due to consumer handling.

To this end, a set-up box was devised with provision made for a slotted opening at one corner permitting the user to draw out the desired saw length from the box without completely opening the container. Since saw

blades are utilized in relatively short lengths and since coils are of a 100 ft. length or greater, there is obvious advantage in so devising the package that the product is never handled until it is withdrawn through this slot at the moment of actual use. To enable the shop man to determine the amount of saw remaining in the box, a cellophane covered window is provided in the lower right hand corner of the container through which a view of the coil within may be had.

Compact storage of saw coils had always presented a problem in the tool room—a problem solved in thoroughgoing manner by the new container which stores saws in a minimum space with maximum convenience. The company manufactures a Doall storage cabinet specially designed to receive these containers or they may be kept on regular stock storage shelves without danger of damage to the delicate blades. (Continued on page 86)



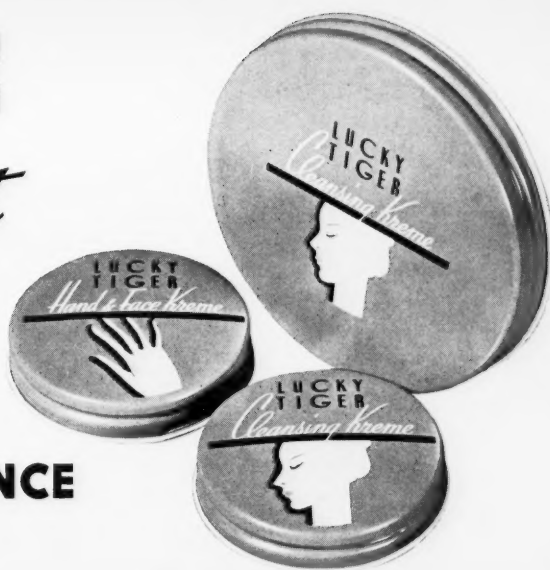
The coiled band saw is shipped in a flat set-up box slotted at one corner to permit withdrawal of any desired length of the saw. The box facilitates holding during the cutting operation. A measuring scale is printed on one end of the box and a round die-cut permits inspection of the box interior to determine the quantity of coil remaining without opening the container.

GIVE YOUR PACKAGE

A head start

IN THE RACE

FOR CONSUMER PREFERENCE



CONSUMERS buy with an eye to style. They instinctively react to smart designs. That's why a product smartly packaged has a big head start. And the way to assure maximum eye-appeal for your product is to top it off with an Armstrong's Metal Cap or Jar Cover. Colorful, distinctive, these caps make your packages stand out, and command attention. They are available in a wide range of designs and colors, and may be handsomely lithographed in color with your name or private design.

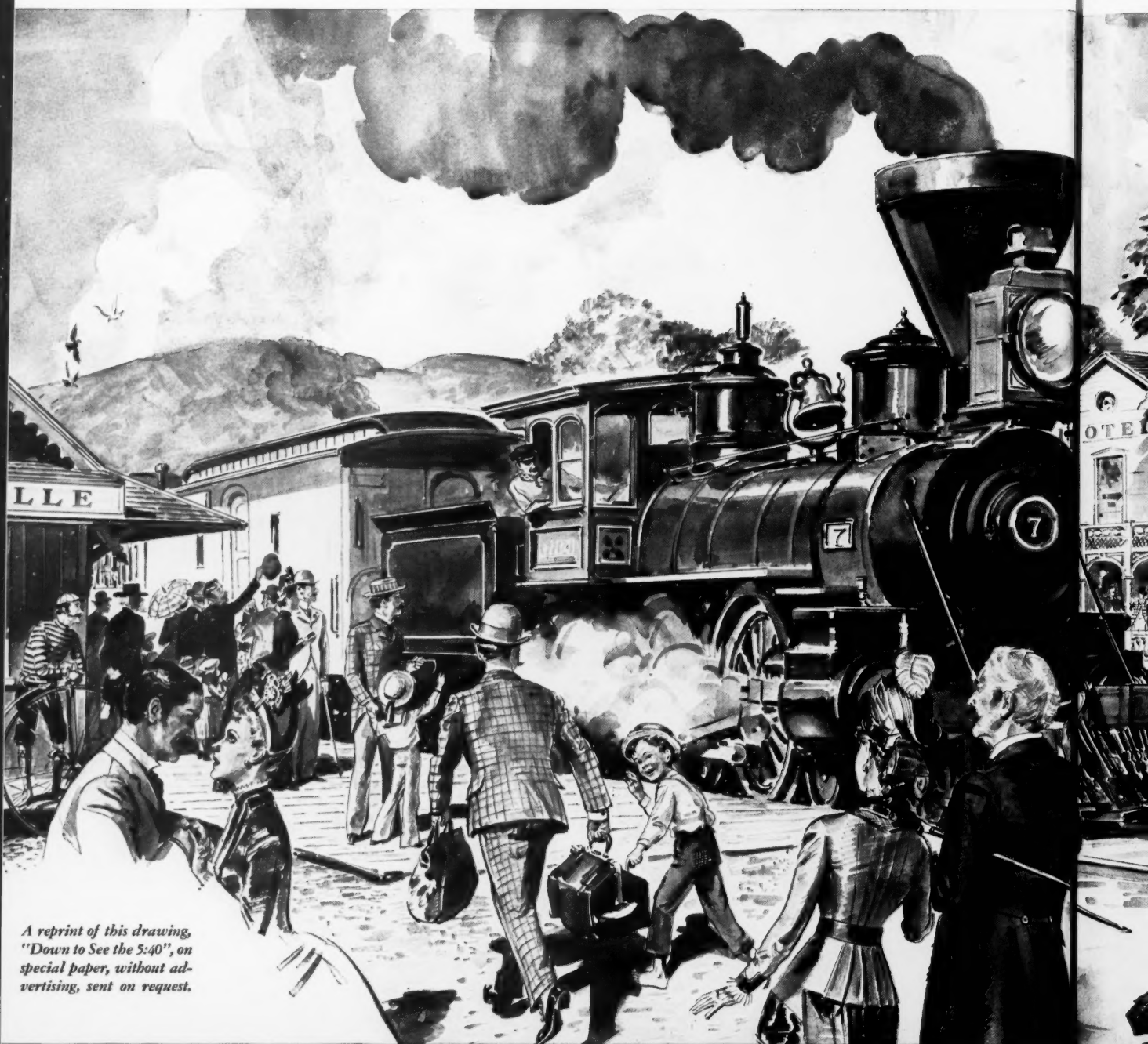
Another advantage of Armstrong's Metal Caps and Jar Covers is the protection they afford your product. Made of fine-grained ductile metal and accurately formed, they seal tightly and prevent leakage or evaporation.

Give *your* product a head start in the race for consumer preference. Seal it for bigger sales with Armstrong's Metal Caps. For full information, samples, and prices, write Armstrong Cork Company, Glass and Closure Division, 916 Arch St., Lancaster, Pennsylvania.



• Armstrong's METAL CAPS •

A RING-TAILED TOOTERIN



*A reprint of this drawing,
"Down to See the 5:40", on
special paper, without ad-
vertising, sent on request.*

OWENS ILLINOIS
GLASS COMPANY
First in Glass

ERIN ITS TIME..but modern light- weight Streamliners meet **TODAY'S** needs



Railroads still sell transportation. But today they sell speedier transportation in a new "package"—sleek streamliners, more comfortable and cleaner to ride in, more pleasing to the eye.

Every business must constantly improve—or perish!

You may or may not be able to improve your product. But the chances are we can help you improve your package. Cut its weight, perhaps, to trim shipping costs. Make it more convenient to use. Give it modern beauty and more eye-appeal.

A new glass package for your product may be the spark needed to kindle anew the enthusiasm of salesmen and dealers. Our packaging Research Division will help you develop it,—considering practical packing operations and consumer buying habits. Talk it over with an Owens-Illinois representative. You will find him keenly interested in your problems and eager to serve you. Owens-Illinois Glass Company, Toledo.

Here are three modern glass containers, O-I-designed for today's needs: New lightweight vegetable jar; lightweight pint rubbing alcohol; and a typical Libbey Safedge tumbler for food products colorfully decorated with a new sales stimulator. (Each glass shows one of the members of Christy Walsh's baseball team).





1. A simple display box that protects its contents in shipment and sells at point-of-sale. 2. An attractive shelf package that requires no additional packing or wrapping for retail delivery. 3. Shipping box advertising is seen in transit, storage and on display and offers immediate identification in the warehouse. Photos courtesy The Hinde & Dauch Paper Co.

DOES LOW COST SPELL ECONOMY?

by P. C. MEELFELD

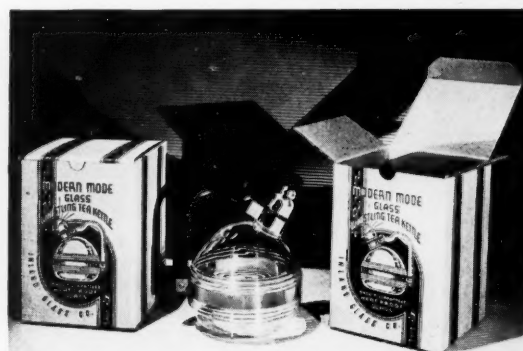
If manufacturers and retailers could take a poll on the loss of good-will and the cost of poorly packed and wrapped merchandise, they would immediately take action to survey and to improve their packing and wrapping procedure.

Too much emphasis is often placed on the first cost of the shipping box or package and not enough on the cost of the article, delivered to the consumer. A thorough study of packing methods, materials and markets by competent package engineers and designers often effects enough saving in improved packing and handling methods to warrant the highest quality shipping boxes and packages and still effect substantial savings. Guaranteed perfect delivery of the product to the consumer is an added extra dividend.

The redesigning of shipping boxes and packages often results in direct packing economies or greatly stimulated sales and increased profits which is often more important than reducing packaging costs.

Perhaps a few actual examples will better illustrate the importance of improved packaging methods as a builder of dealer good-will and consumer satisfaction.

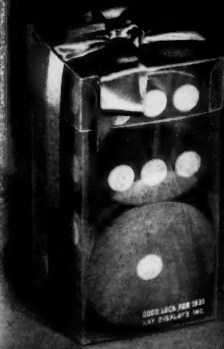
A large manufacturer of cable repair equipment packed its kits in a tall, narrow shipping box using miscellaneous materials as packing to protect (Continued on page 94)



2



3



PROTECTED DISPLAY

that counts on the counter



THERE is a new and inviting appeal to all merchandise packaged in *Eastman Acetate Sheet*. Displayed on the counter, colors are more brilliant . . . design and texture are clearly visible. And there is no danger that dust, dirt, or handling will spoil the quality of the products . . . *Eastman Acetate Sheet* combines full protection with full display.

As these packages clearly show, *Eastman Acetate Sheet* is a versatile packaging material. This crystal-clear sheeting is readily folded, drawn, cemented, or molded . . . takes printing inks without wrinkling . . . does not

crack or shatter. Alone, *Eastman Acetate Sheet* forms an artistic package—or it can be easily combined with other materials.

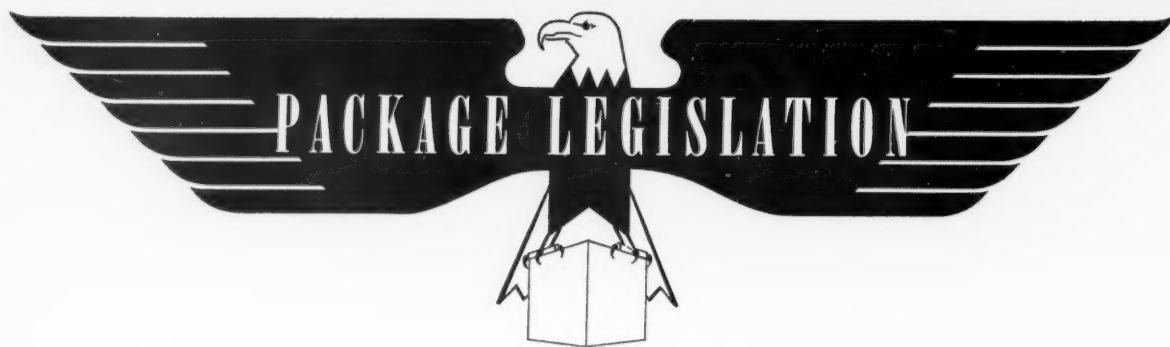
Why not see for yourself how versatile *Eastman Acetate Sheet* really is in modern packaging. There is a size and weight for every use. Furnished in six thicknesses — .003", .005", .0075", .010", .015", and .020"—in rolls up to 40" wide and any convenient length; and in standard- and cut-to-size sheets. Generous working samples and technical details will be furnished on request. . . . Eastman Kodak Co., *Chemical Sales Division*, Rochester, N. Y.

Be sure to visit the Kodak Building at the New York World's Fair—One Hundred Years of Photography . . . Cavalcade of Color . . . Kodak in Medicine, Science, Education. Photographic experts to assist you. You'll find this a genuinely worth-while exhibit.

EASTMAN ACETATE SHEET

APPEALS • DISPLAYS • SELLS





Postponement of Labeling Deadline

One more of the hurdles for the so-called Lea Amendment, postponing the effective date of the labeling provision of the Federal Food, Drug and Cosmetic Act to January 1, 1940, was passed when the Senate agreed on June 15 to the report of the joint House-Senate Conference Committee. At the time of going to press, the report awaits House action. It will not become law until approved by the President after agreement by the House, but insiders are becoming more free in their prediction of Presidential approval.

Marketing Laws Survey

In a speech before the Conference on Interstate Trade Barriers, sponsored by 11 States of the Rocky Mountain region, on June 10, A. H. Martin, Jr., director of the Marketing Laws Survey of the Federal Government, discussed the compilation which the survey is making on State laws affecting the marketing of goods.

Those of his remarks of particular interest to packagers follow: "Along with the fixing of minimum standards many States have enacted labeling laws with the intent of promoting or preferring their own products. An example of this type of legislation is the growing use of the 'State of origin' label. Our General Foods Chart shows nine States requiring the State of origin to be labeled on the container. This serves as a basis for instituting 'buy at home' campaigns encouraged in so many localities.

"North Dakota has an interesting 'State of origin' label law for wheat used in any flour sold in the State. Oklahoma goes a step further and requires that bread made outside the State must be labeled with the day and hour of baking. Neither have eggs escaped the State's regulatory powers. 'Arizona fresh eggs' are defined as eggs laid in the State and all imported eggs must be strictly indicated, wherever offered for retail sale in the State. While I am well aware of Arizona's marvelous climate, I might ask, 'Isn't a hen capable of laying a fresh egg in any other State?' Colorado and Montana also have enacted grading and classification laws."

Surplus Food Stamps

Addressing a meeting of the National Assn. of Retail Grocers on June 21, Milo Perkins, president of the

Federal Surplus Commodities Corp., discussed the results which have been achieved to date in the operation of the Food Stamp Plan in Rochester, N. Y. and Dayton, Ohio. The following was recited by Mr. Perkins. They serve to supplement earlier discussions in this section in previous issues of Modern Packaging:

"The Stamp Plan has been in operation in Rochester for about a month, while it has been working in Dayton for only a couple of weeks. It is too early, therefore, to tell you much about its results. I do, however, want to give you a picture of participation in Rochester where the plan has been in operation over two pay periods. There are 10,500 cases eligible to buy orange stamps and 3,500 WPA workers eligible to ask that the cost of the orange stamps be deducted from their pay checks. Nearly 15 per cent of these cases are single persons and since the Stamp Plan is best suited to families, we would consider that we had complete participation in Rochester if 3,000 WPA families bought the stamps and 9,000 families in other categories of public assistance purchased them. Some 761 WPA families bought them during the first pay period which covered the last half of May, although there were only a few days in which to ask for pay-roll deductions. During the second pay period, which covered the first half of June, 1,568 WPA families took advantage of the plan. Some 4,900 families out of a possible 9,000 other eligible families bought them during the first pay period, while 6,500 such families participated during the second pay period. Participation, which is wholly voluntary, increased by about 40 per cent, therefore, during the second pay period. Since the proof of the pudding is said to be in the eating, we are very encouraged, although we realize that more time will be required to establish a definite trend.

Apparently, the Stamp Plan will bring a net sales increase of over a million dollars a year to the grocers of Rochester so far as blue stamp purchases of surplus foods are concerned. That's only half the story, however. The grocers are making an aggressive effort to sell surplus foods to all housewives and if they succeed in increasing their sales to non-relief families, they will be rendering an enormous service to the farmers of the country. We have reason to hope, therefore, that a dollar of Government money spent through normal trade channels under the Stamp Plan will move more than

LET YOUR PRODUCTS *Re-sell while they Serve*



... USE BAKELITE MOLDED PACKAGES



(Left) Lightweight, mechanically-strong, permanent container for Torkflash Tension Wrench in black and red impact-resistant Bakelite Molded. Eclipse Moulded Products Co., molder. (Center) Gleaming black utility packaging for Potter & Moore Shaving Soap formed of Bakelite Molded by Northern Industrial Chemical Co. and Victor Metal Products Co., molders. (Right) Colorful, richly-embossed Bakelite Molded boxes for Williams Gold Outfits provide permanent containers that continually promote refill sales. Molder, Waterbury Button Co.

WHETHER your package is intended to be a permanent container or a dual-use "conveyor," it can have better eye-appeal, provide greater product-protection and contribute more effectively to sales-stimulation when made of enduring Bakelite Molded.

Packages formed from this lustrous material proclaim the quality of their contents on sight. They possess the instant attractiveness of self-contained color, the sanitary asset of easy washability and the service-prolonging feature of durability and long life.

Bakelite Molded containers may be secured in an almost infinite variety of designs, in an extremely broad range of colors and in gem-like transparent, translucent and opaque effects.

Your products will *resell while they serve* when packaged in Bakelite Molded containers. Enlighten-

ing information on effective packaging methods is included in 52-page booklet 8C, "A Guide to Modern Packaging." The coupon is a convenient way to secure your copy. Mail it today.

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Please send complimentary copy of your hand-book 8C, "A Guide to Modern Packaging with Bakelite Materials."

NAME

COMPANY

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VISIT THE BAKELITE EXHIBIT, HALL OF INDUSTRIAL SCIENCE, NEW YORK WORLD'S FAIR 1939

a dollar's worth of surplus foods. If it does, the taxpayers will be getting a bargain.

"We have been under a great deal of pressure from cities throughout the country to expand this program. It has seemed wiser to move forward cautiously, however, particularly during this experimental period. We have learned a great deal on minor points both in Rochester and Dayton which will enable us to do a more effective job in other cities. During the next few months we shall learn a great deal more. I know that many of you would like to know how fast we can extend the program—how long it will be before the Stamp Plan comes to your home town. I wish I could tell you, but I can't because no one knows the answer to this question now in terms of exact dates. We must make up our minds as we go along, as we study results and as we learn to do our job more effectively."

Action Against Demonstrators

The Federal Trade Commission, late in May of this year, issued complaints, under the Federal Trade Commission and the Robinson-Patman Act, against a group of cosmetic concerns, charging that demonstrators employed by these concerns, while appearing to be employed by the respective merchants in their stores as disinterested salesclerks qualified to give impartial advice and counsel regarding the use of various cosmetics, are in fact employed and placed by the respondent cosmetic companies to further the sale of the respondents' preparations. This plan is alleged to deceive purchasers and to have a tendency to lend itself to misrepresentation of competitors' commodities and substitution of respondents' products therefore. Violation of the Robinson-Patman Act is alleged to occur through granting to some customers the services of demonstrators when such services are not granted to other competing customers on proportionally equal terms.

About two months previously, the Commission released for publication copies of proposed Trade Practice Rules for the perfume and cosmetic manufacturing industry. These Rules were originally adopted by the industry as long ago as November 19, 1936, at a general trade practice conference held in New York City. They were at that time submitted to the Commission for approval and, subject to certain amendments, tentatively approved by the Commission.

A linkage between these two seemingly unrelated phenomena—although not expressed by anyone in authority to speak for the Commission—may be inferred in that decisions arising from the prosecution of those cases on which complaints have been issued may lead to some modification of the rules if and when they are issued in final form by the Commission.

It is worthy of note that the complaints are potentially far stronger than mere Trade Practice Rule in that they are based on claims of direct violation of existing statutes. If after all points of view have been expressed at the Trade Commission hearings and if after possible Court review, the complaints should be sup-

ported and cease and desist order issues, demonstrators—hidden or open—would be definitely eliminated as a means of sales promotion.

The effect of such elimination on packaging, particularly in the cosmetic and novelty industries, may be far reaching since packages would have to take on many of the explanatory functions now performed by demonstrators.

State Legislation

The maze of proposed State legislation affecting packaging that was advanced this year was further cleared last month as additional State lawmaking bodies completed their work and adjourned, first approving some additional packaging measures and rejecting other proposals. Only a handful of the 44 State legislative bodies that convened since the turn of the year continued in session beyond mid-June.

A State-by-State summary of legislative action on packaging measures follows. It treats of measures enacted into law during the past month, proposals definitely rejected and bills remaining before lawmaking bodies at the time Modern Packaging went to press.

California—Final legislative action was given a bill to establish a standard box for oranges. The measure legalizes the box used generally by packers in shipping wrapped and packed fruit for many years and outlaws other containers except small consumer packages.

Final legislative action was also completed on bills to make sale of reducing preparations containing dinitrophenol a felony and to make it a felony to sell eyelash preparations containing diphenylamine.

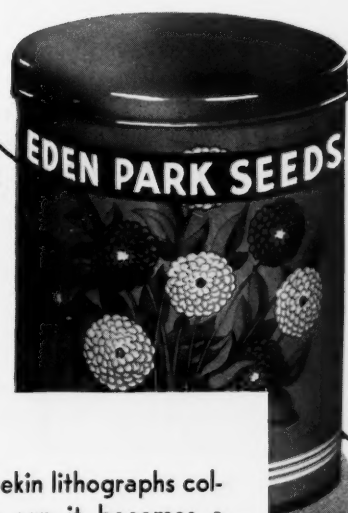
Awaiting a Senate vote, after extensive hearings by the Social Welfare Committee, was a Senate bill generally revising liquor control legislation and which would, among other things, prohibit sale of beer in 8-oz. bottles. The provision is the outcome of invasion of the California market by Colorado brewers who introduced an 8-oz. beer container. E. R. Hoeschner, representing the California brewing industry, speaking for the proposal during committee hearing, declared that if Colorado brewers wish to compete in California they should not endeavor to force the California brewers into the expense entailed in providing additional equipment the 8-oz. bottle would make necessary.

The Senate passed and sent to the Assembly a bill to authorize establishment of a trade mark for wine produced in the north coast dry wine counties of California.

Florida—Final legislative approval was given a bill designed to bring State pure food and drug regulations in line with Federal regulations. Speaking before a legislative committee, State Chemist J. J. Taylor declared the bill was intended to provide control of cosmetics selling, to require specifications of the ingredients of dietary foods and "require the makers of medicines to say on the label of a bottle what it contains."

Among a series of bills affecting the citrus industry, passed by both Houses, were measures to prohibit canning of citrus fruit that is unwholesome or decomposed,

COLORS THAT FIGHT FOR ATTENTION...



When Heekin lithographs colors on a tin can it becomes a virile, lifelike package with a sales message that fights for the attention of the customer.

Heekin Colors on metal have all the lustre, all the true reproduction of a hand-decorated package. That is why old customers stay with us and new customers are satisfied. Why not get acquainted with Heekin?

THE HEEKIN CAN CO.
CINCINNATI, OHIO

HEEKIN CANS

Lithographed
WITH HARMONIZED COLORS

giving the State Citrus Commission enforcement powers and to regulate marketing and labeling of containers of canned fruit and juices and provide grades for such fruit.

Illinois—The Senate passed and sent to Assembly, where they were referred to committee, bills to amend the Agricultural Seeds Act and to regulate the handling, processing, labeling, sale and distribution of pasteurized milk and milk products. The first bill would provide that tags or labels on containers of seed mixtures offered for sale shall contain the name and approximate number per ounce of each kind of seed of noxious weeds, except Canada thistle, perennial sow thistle and European bindweed and would provide that labels state the approximate percentage of germination of each kind of agricultural seed present in mixtures in excess of 5 per cent by weight, together with the month and year the seed was tested and the name and address of vendor. It also would authorize the State Department of Agriculture to dispose of seeds seized in accordance with provisions of the Act and found by a court to be in violation of the Act by sale, for the purpose of recleaning; by delivery to owner thereof, if owner pays all costs and furnishes bond conditioned that he will not sell such seeds contrary to provisions of the Act or by destruction. The milk measure provides for annual issuance of a "certificate of approval" by the Department of Public Health to owners of plants complying with the Act and limits use of word "pasteurized" to milk complying with the Act. It also sets forth requirements as to handling, storage, sale, distribution and bottling of such milk products.

The Senate gave second reading to bills to provide that no alcoholic liquor shall be sold in the State in any container except one of wood or glass and to provide that labels for liquid paints and other compounds used in connection with paints state the true name of each ingredient of said product, giving preference of order to the ingredients present in the larger proportion, but requiring all letters used in the names of the ingredients to be of the same size and color.

Favorable House Committee reports were given House bills to provide that no food article of which labeling is required shall be sold in the State unless there appears on the label thereof the name and address of the manufacturer, wholesaler, importer or distributor and unless the name and address shown on the label, together with the street address, is registered with the Department of Agriculture, and to amend the alcoholic liquor law by defining wine as a beverage with not more than 21 per cent alcohol by volume and defining a "bottler" as one who purchases alcoholic liquor in bulk containers and fills or refills with such alcoholic liquors any container in which alcoholic liquor is sold to the consumer.

A new House bill, referred to the committee on liquor regulation, would provide that no beer shall be sold at retail in the State unless it has been put into the containers for sale at retail by the manufacturer in a building contiguous or adjacent to the building in which it was manufactured. All other bills previously introduced and reviewed were still in committee.

Nebraska—The Senate indefinitely postponed a bill to eliminate the 1/2-lb. loaf as a legal size for bread and to legalize a 1 1/2-lb. loaf in addition to other sizes presently permitted.

New Jersey—The legislature approved and the governor signed a bill extending the milk control board for a period of 5 years. Three other measures affecting packaging of milk were in the Senate. Recommitted to the Public Health Committee was a bill to prohibit sale and distribution of milk except in containers of such a character as to keep such milk beyond the reach of prowling domestic animals. Still in committee were bills to provide for the labeling of milk and cream so as to show the State in which the milk or cream was produced and to provide for the labeling of milk and cream to show the day on which it was produced.

Bills that passed the house of their origin and were in committee of the other house would provide that it shall be prima facie evidence of the illegality of the contents of any barrel, can or bottle containing alcoholic beverages where the same does not bear a label of such indicia required by the Federal and State government; would authorize the Secretary of Agriculture to receive contributions from farmers and farm organizations and to disburse such funds for advertising of State farm products and to provide for the establishment of brands to identify such products and would establish a uniform procedure for the collection of fines and penalties under the Weights and Measures Act.

The Assembly gave second reading to bills introduced in that branch to make numerous amendments to the Act regulating foods, drugs, cosmetics, devices and appliances intended for use in the treatment of human ailments to bring State regulation more in conformance with Federal regulations and to provide that the capacity of glasses or containers of alcoholic beverages shall be inscribed upon such glasses or containers.

Still in committee were bills to provide that cordials and liquors shall not be sold in an original container of less than 1/5 gal., and to permit commonly used household and domestic remedies in original, unopened packages, as well as vermin exterminators and products used for cleaning, washing, etc., to be sold by general merchants as well as druggists.

New York—Governor Herbert H. Lehman vetoed a bill intended to make it a misdemeanor to sell any article of merchandise with knowledge that it does not contain mark of origin conspicuously displayed thereon, except food stuff consisting wholly of vegetables manufactured or processed within the United States. "In view of Federal statute already existing, this bill appears to be unnecessary and in the opinion of Secretary of State Cordell Hull would be harmful," the Governor said. Continuing his veto message, he quoted a communication from the Secretary of State which read, in part: "In my opinion, the imposition of discriminatory requirements upon the sale of imported goods within any State would be most unfortunate in view of the efforts being made by the Federal government to restore our foreign commerce by securing the removal (Continued on page 82)



**VIVID
COLORS TO
SNAP UP YOUR
SHIPPING
BOXES**

Do your shipping boxes have the snap and sparkle that attract attention to your product in transit, on shelves and counters, in display windows? If not, give them *more color*. Colorful shipping boxes attract the eye, advertising products throughout distribution. Your shipping boxes will better advertise, display and sell your product . . . if they are designed in the H & D Packaging Laboratory.

The Hinde & Dauch Paper Company
3914 Decatur St. Sandusky, Ohio
Factories in Principal Cities.

Send for FREE Booklet

"IDEAS For Corrugated Shipping Boxes" may contain just the idea you've been looking for . . . the idea that will mean more advertising, more merchandising and more sales for your product. Send for your free copy today.



HINDE & DAUCH

**SHIPPING BOXES
MOVE MERCHANDISE**

JULY 1939

51



1-2. Prize-winning two-way labels designed by students of Pratt Institute, Department of Advertising Design. Note that each package is reproduced twice to disclose both the vertical and horizontal face of each label.



3. Presentation of the scholarship awards at the Pratt Institute exhibit, Rockefeller Center, New York. Left to right: Helko Baran, award winner; A. Q. Maisel, editor, Modern Packaging; Arthur W. Brockway, vice president, Muirson Label Co., Inc.; Arthur P. Williams, president, R. C. Williams Co.; Roy Dadmun, award winner.

AWARDS TO YOUNG DESIGNERS

Pratt Institute students receive scholarship awards for outstanding solutions to packaging problem

What are believed to be the first packaging scholarships ever awarded to American student designers, were presented to prize-winners Helko Baran and Roy Dadmun, at the annual exhibit of the Pratt Institute Art School.

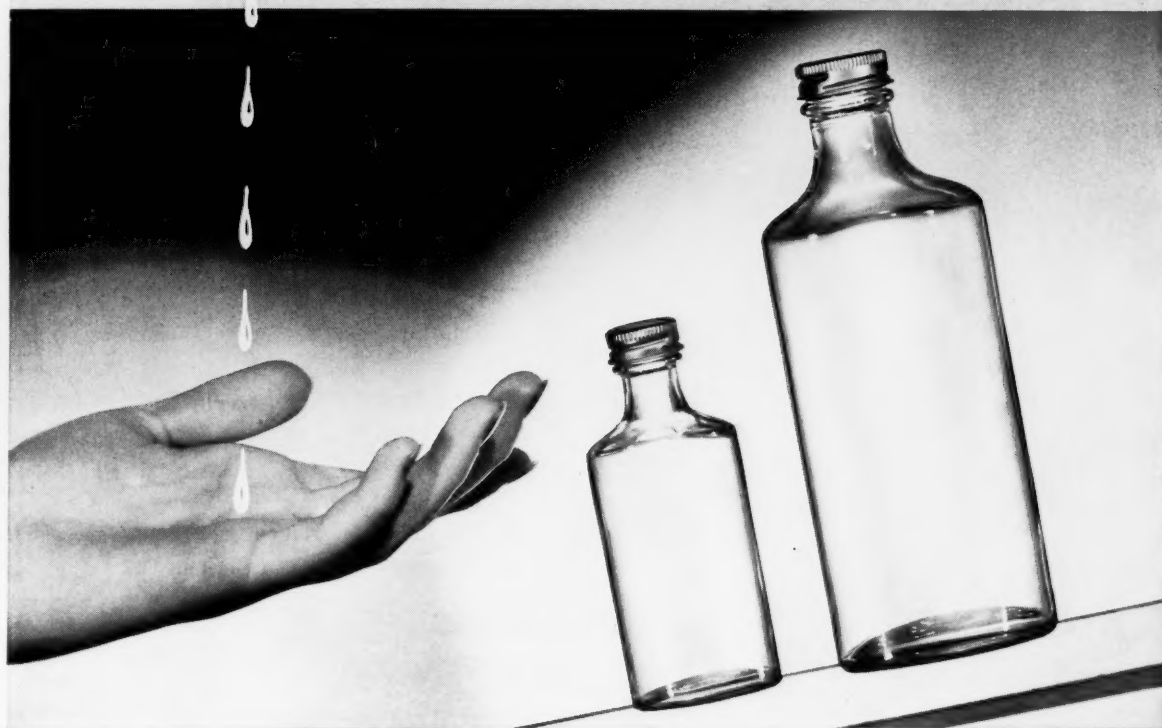
The awards for label designs were sponsored and presented by Arthur W. Brockway, vice president of Muirson Label Co., Inc., on the basis of selections made, from the work of students of the Department of Advertising Design, by a board of judges consisting of Egmont Arens, package designer; A. Q. Maisel, editor, Modern Packaging; and Arthur P. Williams, president of R. C. Williams Co.

The entrants in the competition were presented with

the problem of designing a two-way label for canned foods and the judges particularly noted the high quality of the work of all the entrants, especially in respect to the practical approach which students took to problems of presentation and display. In this it was felt the entire group of package designs entered in the competition reflected the practical nature of the courses which deal with materials and manufactured processes in packaging, as well as with surface appearance and surface design.

The original award of a single \$100 scholarship was, at the suggestion of the judges, divided into two \$50 scholarships, to permit the selection of two outstanding packages, believed by the judges to be of equal merit.

LOTIONS and toiletries call for quality GLASS CONTAINERS



Any pharmaceutical product or toiletry sold to consumers makes a better impression when it comes in a clear, sparkling, brilliant glass container. For example, your lotion may be more soothing to the skin than another, but the way it is packed and the container in which it comes, has a whale of a lot to do with its popularity. In this important respect—containers—you can always depend on Anchor Hocking...they have a clarity and a brilliance, a strength and a sturdiness, a uniformity

and an accuracy that makes them your logical choice. Typical of the Anchor Hocking P & P lines are the Crown Ovals shown above, ranging from 2 to 16 ounces in capacity. Ask for samples of this or any other style. ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio.

★ ★ ★

CLOSURES, TOO, ARE IMPORTANT—No package is "right" without the proper closure—one that is at once efficient in sealing as well as aiding the appearance of the package and contributing to its convenience. Anchor Caps are made in great variety of styles and types, decorated and plain, of metal and molded materials—right for every sort of product or package.



ANCHOR HOCKING GLASS
-an unbeatable combination- CAPS

"Little Miss Griffin"

"FOLLOWS THROUGH" TO SALES...

Golf or Griffin Polishes—it's "follow-through" that wins!

A sound basic theme, with unusual charm and appeal—the little Griffin doll gives outstanding attention value to car cards, posters, window and store displays, right down to the display container that holds (and SELLS) the merchandise.

A consistent increase in sales, in the seven seasons that this theme has been used, proves the value of the "merchandising-minded" thinking that Einson-Freeman contributes to problems of store display.

May we sit down with you and your advertising agency, as we did with Griffin and their agency, Bermingham, Castleman & Pierce, to see if we can collaborate to develop a "basic theme" of equal selling power in your window and store displays.



WRITE WIRE OR 'PHONE

EINSON-FREEMAN CO. Inc.

Lithographers LONG ISLAND CITY, N. Y.

MODERN DISPLAY

SETTING UP THE DISPLAY BUDGET

A survey conducted by the Institute of Package Research

"How much should we spend on displays?" "Should we appropriate a percentage of sales for point-of-sale display purposes?" "How can we tell when to shoot our big guns in our display program—when to lay low and ride along?" "How do other companies set up their display appropriations and how do they relate them to sales and advertising expenditures?"

There are no fast and simple answers to all these questions because, to a far greater extent than any other form of advertising, display depends upon dealer customs, upon what you have to display, upon the nature and the price of your product, upon a time or "news" element and upon the display activities—i.e., the competition—of the other firms in your field.

None the less, in a survey of many hundreds of companies, both large and small, the Institute of Package Research has been able to deduce a few broad fundamentals of the art of display budgeting (it can hardly be called a science), plus a number of individual experiences and practices which would seem to point as guideposts for those whose own display programs are not as yet clearly formulated.

If there is any "first principle" to the art of budgeting display programs, it may be summed up in the precept "relate your display budget to your general advertising budget, but do not ever confuse the two." Point-of-sale displays are viewed, by both the large and the small companies interviewed by the Institute of Package Research, as a means of "cashing in" on the effect created by general publication, billboard and radio advertising and, hence, in almost every instance, an increase in the general advertising appropriation has involved a similar, if not a corresponding increase in the display budget.

The converse, however, is not true. Local or general decreases in general advertising appropriations are not necessarily followed by equivalent decreases in point-of-sale display budgets.

One does not have to go far for the reason for this one-way phenomenon. Displays at point-of-sale have other functions in addition to that of capitalizing upon the sales impetus or the good-will created by general advertising. Most particularly they have the function of creating dealer good-will and of demonstrating that vague but extremely valuable something which the dealer calls "cooperation."

Thus display material supplied to dealers, or installed in dealers' windows and on dealers' counters by manufacturers, begins to earn its keep even before it starts to actually sell the product to the consumer. For this reason, a display program tied too closely to a declining advertising budget may have the effect of closing the valve upon dealer good-will, at the very moment when sales, in practically every instance, will depend almost entirely upon a continuance of such good-will.

For this reason—among others—many of the reporting companies state that their display budgets are related to their advertising budgets in only the most general way. In many instances, a much closer relation is maintained between actual sales or shipments and displays than between the latter and advertising appropriations. This practice is particularly prevalent among companies who are able—because of the type of displays utilized and because of the size of their merchandise shipments—to ship the display with the merchandise itself. Here a fairly fixed relationship can be established between display activities and sales.

The same condition holds, to a very large extent, for companies—notably in the drug and grocery fields—who utilize elaborate displays as the plus values in a merchandise deal. Here the cost of the display is budgeted against the merchandise which the dealer must purchase in order to secure the display unit. Usually such "deal" orders are secured sufficiently far in advance to permit the manufacturer to gauge or anticipate the quantity of displays needed within very close limits and to follow up a pilot order with additional orders to bring the total run up to the quantity required by sales, without any large "factor of safety" percentage of waste or undistributed display matter.

Budget Periods

Of the more than 200 companies who supplied data, some 75 per cent reported regular periodical budgeting of displays. The remaining 25 per cent utilize a more random method, planning individual displays to coincide with special sales promotional efforts.

Of those who do use fixed periodic budgets, somewhat over 60 per cent budget on a yearly basis, setting up their budgets at the same time as they set up advertising appropriations and sales quotas. The vast majority of

these firms, as well as others who budget on other than a yearly basis, have fixed re-examination periods, usually quarterly periods, when budgets are reconsidered and adjusted to meet general market conditions and special situations raised by events occurring since the time of the setting up of the general budget.

Particularly among the larger companies, display budgets are based upon carefully compiled records of the experience of previous years. Salesmen, in many instances, are required to make periodic reports on the use to which dealers have put the various dealer helps supplied them and on the effectiveness, in the dealer's opinion, of these dealer helps. Such reports, when carefully compiled and carefully analyzed, can often serve to limit major flaws in previous display practice, but great care is needed, in both compilation and interpretation, to winnow such reports and to eliminate individual prejudices, or alleged information which reflects such prejudices, and which is not in accordance with general experience.

An instance of such misinformation is the case cited by one company of the dealer who reported unusually successful results for a given display which he was later discovered never to have used at all. Another company reports observing jobber's salesman "padding" display reports in an effort to indicate cooperation of a high order—said cooperation being more imaginary than actual.

It is because such check-ups of display effectiveness are often so hard to secure that many companies favor the setting up of systems of display distribution which are—as it were—foolproof in that check-up may be made by consultation with the actual sales figures in each store or territory and opinions and prejudices may thus be largely eliminated. Certain forms of display, such as those counter units which are shipped with and carry fixed quantities of merchandise, lend themselves to this form of check-up. Other types, particularly those of a general promotional nature, are not so easily accounted for.

Incentive Budgeting

A few companies report the use of a novel method of setting up display budgeting, designed to add incentive to district sales forces to increase local sales. A typical example of this type of procedure is stated by The Taylor Wine Co., which reports, "Our sales force is divided into districts throughout the country and the gallonage volume of each district for the past year is then figured and there is allotted to each of these districts a certain sum based on their actual gallonage sales during the previous year. This sum is definitely set aside and each district manager advised of this at our sales manager's conference held immediately after the first of the year. It is our policy, as far as this fund is concerned, to let the sales managers more or less decide as to the manner in which these funds are expended, but, of course, it all has to be approved by our advertising department. Necessarily in our business, with State regulations varying so decidedly, most territory problems are different which has direct bearing on the type of local or point-of-sale displays necessary for these particular districts.

"Any material that is sent into any territory is charged to that territorial allotment on the basis of its cost and the manager who has okayed these expenditures receives copies of the charges so that each month he knows just how much of his allotment has been spent and the balance.

"Our thought behind the idea of placing in the hands of our sales district managers control of their display advertising was based on our experience of the usual waste of such material. We have found where we are directly placing responsibility on our managers, as to the allotment which they have to spend, we get much more effective use from our display material."

It will be observed that the "incentive" budget utilizes the previous year's performance to determine the amount to be allotted each district for display purposes and hence spurs each district sales force to attempt to increase current sales volume not merely for its immediate benefits, but as a means of making easier the securing of later further increases by "earning" dealer helps which will aid in gaining these increases.

Obviously such a policy, while having decided advantages, also contains much potential dynamite. It must be made flexible both to permit the company and local district sales forces to meet special situations as they arise and to prevent laggard districts from losing all interest in the display program.

Who Makes the Budget?

An extremely wide variation in company practice is indicated on this point. In some instances, a small committee, consisting of the head of the advertising department, the sales manager and perhaps the company treasurer, is intrusted with all decisions. In most cases, the advertising agency and other company officials are called into consultation. Many of the larger companies utilize such small committees only to formulate the general outline of the budget and then submit these proposed budgets to district sales office heads, to local jobbers and even to their salesmen for suggested amendments. Other companies reverse the process and compile the budget in a small committee only after they have secured the written advice of the men on the firing line.

With either procedure—prior consultation of the sales force or consultation after formulation of the budget—a number of benefits are secured in addition to the proper adjustment of the budget to meet localized conditions. Most important among these benefits is the conversion of display from something handed down from on high into a salesman's own sale-tool—something that he has had a part in creating and hence something that he can wholeheartedly endorse and back up in making his presentation to the dealer.

For very much the same psychological reason, some companies actually take a periodic census of dealer opinions. While such a census may produce many crank letters, it undoubtedly has a favorable effect on the majority of dealers who appreciate the company's efforts all the more because they have been consulted—in advance—in the formulation of company plans. (Continued on page 80)

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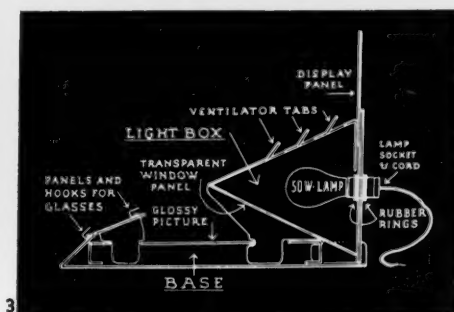
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MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.





1. The Polaroid demonstrator as it appears on the shop counter. Note the glare cast by the hidden light upon the glossy photographic print. 2. Glare disappears when the photograph is viewed through the Polaroid glasses. 3. Diagrammatic cross-section of the demonstrator showing arrangement of photograph and light box. Note how ventilator tabs are used to carry main informative copy and worked into the display design.

NOW YOU SEE IT—NOW YOU DON'T

Proving and preventing dangerous "optical illusions" is the job this demonstrator efficiently performs

The American Optical Co., in marketing its Polaroid day glasses—eye glasses designed to stop reflected glare—had found itself confronted by the rather difficult problem of demonstrating, within a glareless store or through a shop window, the conditions of blinding glare which confront the average motorist and which Polaroid glasses are designed to eliminate.

As a solution for this problem, the company has recently placed in its dealers' stores an ingenious demonstrator-display which is reported to have accounted for literally thousands of unit sales of the product during the last few weeks.

The display is designed to reproduce an extremely accurate simulation of actual glare conditions as seen by

the average motorist while driving on a highway. By testing both Polaroid day glasses and ordinary sun glasses, the prospective customer is able to demonstrate to himself the relative value of the two types of glasses in a most dramatic fashion.

The unit utilizes lithographed board ingeniously folded to form a ventilated light box capable of casting a heavy glaring light upon a glossy photograph reproducing a roadway scene. Light is supplied by a 50-watt lamp utilizing the conventional display type socket and cord. The forepanels of the display are equipped with hooks and chains to provide permanent retention and easy accessibility for two pairs of glasses, one of the Polaroid type and one (Continued on page 90)

DISPLAY GALLERY



1. A circus is decidedly an eventful occurrence and The Moxie Co. has capitalized on this universal appeal to develop an eye-stopping window presentation of its beverage. Small circus figures caper among the actual sales bottles, the entire entourage set in front of a huge ball on which the message "Drink Moxie" is featured. Each of the various comic characters in the Moxieland display call attention to various selling features of the product. Produced by The U. S. Printing & Lithograph Co.

2. Bandit, called the "successor to sunglasses," is being introduced on the market in a two-purpose carton which serves as shipping unit as well as display container. A die-cut and scored platform of cartonboard fits into the base of the container so as to hold each pair of Bandits in an individual slot. The display panel at the head of the unit illustrates the Bandit in use and likewise incorporates price so that the consumer can very well help himself. Produced for The Maxim Instrument Co. by Trenton Folding Box Co., Inc.

3. Kem Plastic Playing Cards, Inc., has adopted a rigid transparent display unit which demonstrates both the cards themselves and their colorful plastic containers. The display, occupying small counter area, is so constructed as to protect the cards from handling by the consumer while yet affording a clear view of both decks and containers. The black base is recessed to automatically position the various units on display. Display manufactured by Jos. H. Meyer Bros.

4. The makers of candy Trix utilize a jack-in-the-box as an identifying advertising character on both packages and display. As

carried over to this small counter display, the figure is cleverly tied in with the product itself, the carton fitting into a die-cut hole in the single sheet display and thus holding it firmly erect. Instead of loose packing within the carton, the company utilizes Pliofilm bags which serve to both protect the product and to isolate it from the premiums which are enclosed within the carton but outside of the protective bag.

5. The Thos. D. Richardson Co. has solved the problem of showing four varieties of its mints on the counter at once by the adoption of a tilting display stand. The unit is made of corrugated board, printed in bright blue and red, and holds four cartons of mints. The products themselves—plain white mints, wafers in many colors, bolster shaped ones with red bands and jelly stuffed mints—are exposed under the cellophane wrap over the carton to add a gay note of color and to do their own selling job. Display unit designed and made by Robert Gair Co., Inc.

6. Some months ago, the makers of Blackstone cigars utilized a life sized display of an attractive female model holding a box of Blackstone cigars. The figure now re-appears as one of two characters on an easel and attractively framed window display card and thus serves to extend the favorable reaction created by the original in-the-store display. Produced by the McCandlish Lithograph Corp.

7. Johnson & Johnson are using this striking window display to introduce their new Tek toothbrush. Featuring the "news" appeal,

5



6



7





2

it catches the eye and quickly tells the story of a quality product at a popular price. The attractive redesigned product package is shown in a dominant manner so that the consumer can easily see the actual toothbrush. Created and lithographed by The Forbes Lithograph Co.

8. Pepto-Bismol, a solution put up by the Norwich Pharmacal Co. for the relief of upset stomachs, is presented in its actual sales containers on a molded plastic display stand. The unit is of three-step design so as to bring the three bottles of varying height more nearly into line. The molded stand has a molded-in design at the higher end and white wiped-in deep-molded lettering of the product name and a brief sales message beneath the bottles. Rounded triangular recesses are also molded-in as sockets in which to place the three triangular shaped bottles. Unit molded of black Bakelite by the Auburn Button Works, Inc.

9. Ebonettes are a new type of synthetic rubber glove produced by the Pioneer Rubber Co. and designed to resist grease and oil which might attack ordinary rubber. To make the product attractive to the housewife, cartons, patterned with white polka dots on a pink background, are shipped and displayed in an attractive green and black counter unit. Copy and sketches incorporated on both the individual glove cartons and on the display combine to effectively tell the story of the new product. Individual cartons and shipping-display carton designed by Charles Mills under the supervision of Carr Liggett, Advertising and produced by the Container Corp. of America.

8



9



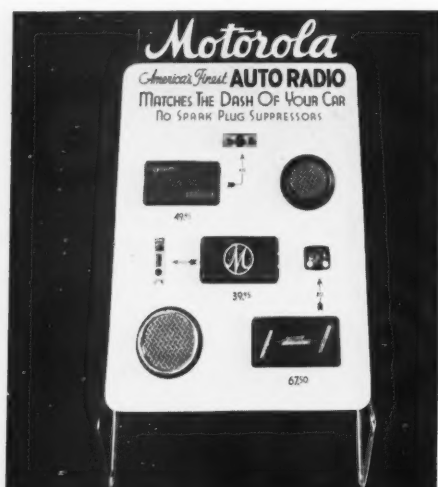
3



4



STREAMLINED CASE HISTORY



1



2



3

The Galvin Manufacturing Corp., makers of Motorola radios, has the unusual display problem of providing dealers with a fool-proof and sturdy fixture permitting display and actual operation of a variety of auto radios. In the last four years, the company has utilized four such displays, demonstrating an unusual development from a simple panel board mounted on chromium pipe easels to a complete streamlined display fixture suitable for use at every selling location, whether in an elaborately decorated auto sales room or in the actual open court of a service station or repair center.

The first display—designed and manufactured for Motorola by the All Display Manufacturing Co.—was originally ordered for a test run of only 100 units. So great, however, was the dealer interest aroused by this unit that in the first three months of its introduction a total of 3600 were ordered by dealers. The second display was essentially similar to the first unit but incorporated two major changes. The pipe easels were replaced by caster-equipped legs and the flat display panel was rounded off at the sides to improve the appearance of the entire unit when seen at an angle.

(Continued on page 86)

In photographs 1 to 4, respectively, are shown the successive displays utilized by the Motorola organization, the current and most successful model being shown below.

4



Instant Success

FOR A FINE PRODUCT



POSTERS on the HIGHWAYS



CAR CARDS in the CARS



DISPLAY CARDS in the WINDOWS



HANGERS in the STORE

Four prime factors have established this new product in record time:

1. Quick and compelling pictorial and copy.
2. Prominent package identification.
3. Extensive backing up of sound point-of-sale attack.
4. A product that provides a new taste thrill.

Greeting shopping eyes on the highways, in the cars, in store windows and on the counter, these powerful display items created and produced by Forbes, have incited immediate acceptance and repeat sales.



COUNTER
DISPLAY
WITHIN
EASY REACH

the product itself . . .

The product itself — BUTTER RUM LIFE SAVERS — is so good it's "keeping 'em sold" — try some yourself . . . you'll find 'em tops.

FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER

DETROIT

JULY 1939

61

77

OBJECTIVES FOR POINT-OF-SALE DISPLAYS

by C. W. BROWNE*

The versatility of the display medium and its ability to accomplish an enormous number of selling and explanatory tasks often tempts the advertiser to crowd too many ideas into a display. As a result, it frequently happens that no single point stands out impressively.

On the other hand, many an advertiser utilizes the display medium in haphazard fashion, simply because he has never taken the trouble to thoroughly analyze display possibilities in relation to the problems in merchandising his own product. While displays, when used under such circumstances, frequently prove effective to a marked degree, in spite of the failure to properly plan for their design, it is obvious that the fullest effectiveness of any single display, or any display program, will be achieved only when a systematic analysis precedes the planning of the various units of display.

To aid in such an analysis, the following check list of objectives for point-of-sale displays has been prepared—77 basic sales ideas which can be presented by means of window displays. The list is in general terms, applicable to a wide variety of products. It should be considered in reference to your own specific product and, when considered, it will be surprising how large a proportion of all these objectives apply to any given product.

Devices for Gaining Attention

1. Using beauty and good taste—where appropriate—in color.
2. Using bizarre and spectacular effects in color.
3. Using "poster style" color and design—where appropriate.
4. Human interest—using life-size figures.
5. Showing product or package in giant size.
6. Creating mass display effect with actual or facsimile packages.
7. Giving the product human attributes.
8. Featuring a "trade character."
9. Using cartoons to attract attention.
10. Commanding attention by means of animal figures.
11. Featuring a trade mark; a slogan; a testimonial.
12. Using "balloons" to feature conversational copy.
13. Using "third dimension" effects for attention.

*Manager of Marketing Service, The U. S. Printing & Lithograph Co.

Featuring Manufacturing Aspects

14. The factory—*where* the product is made.
15. Raw materials—*what* the product is *made of*.
16. The processes—*how* the product is made.

Featuring the Product Itself

17. Presenting actual product or package in display.
18. Showing product or package by reproduction.
19. Showing full line of products—actual or reproduced.
20. Featuring new package—perhaps compared with old.

Featuring the Product in Use

21. Illustrating the product in use.
22. Product in use in conjunction with other products.
23. Illustrating "How to Use" features.
24. Illustrating the *variety* of uses of a product.
25. Explaining or illustrating *new* uses of a product.
26. Illustrating *results*—"Before and After" using.
27. Dramatizing costs of operation of product.

Featuring the Selling Aspects

28. "Power of suggestion"—illustrating product in process of a sale.
29. Demonstrating the product.
30. Using display to supplement work of demonstrators.
31. Listing or summarizing sales arguments.
32. Dramatizing or high-spotting a single sales point.
33. Selling the product with its accessories.
34. Selling the product in conjunction with allied products.
35. Promoting full-line selling.
36. Increasing the unit of sale.

Helping the Consumer

37. Helping consumers to make correct selection.
38. Permitting consumers to handle materials or products.
39. Giving consumer something to do—action related to the product.
40. Giving consumer something to do—action not related to the product.
41. Dispensing samples.

(Continued on page 84)



The gate which forms the front panel design on the display-shipping carton is perforated so that it may be torn away to disclose the bottles and labels. Plastic closures topping the bottles are of various pastel colors to give the illusion of flowers against its display background.

THE FLOWERY TOUCH

characterizes the packages and display utilized for Summertime, a preparation created for use during the warm summer months

When summer comes, the feminine world pursues new fashions, fads and fragrances in an effort to appear cool, gay and "fresh-looking." To capitalize on the feminine requirements for hot-weather fashion, Charles of the Ritz is marketing a new preparation, created for summer use only, which is suitably called "Summertime—a Fragrance." The odor of Summertime is likened to the fragrance of an old-fashioned summer garden and, thus, from the odor came the product name which, in turn, formed the theme around which the packages and display were created.

The refreshing preparation is not only presented in gay, attractive packages which utilize summer greens, blues, yellows and pinks, but to further emphasize the fact that the product is for summer use only, the back label on the bottle bears the message, "To be sold only from May 1 to October 1." Perched on the odd-shaped back label is a bouquet of flowers, typical of the flowery touch which

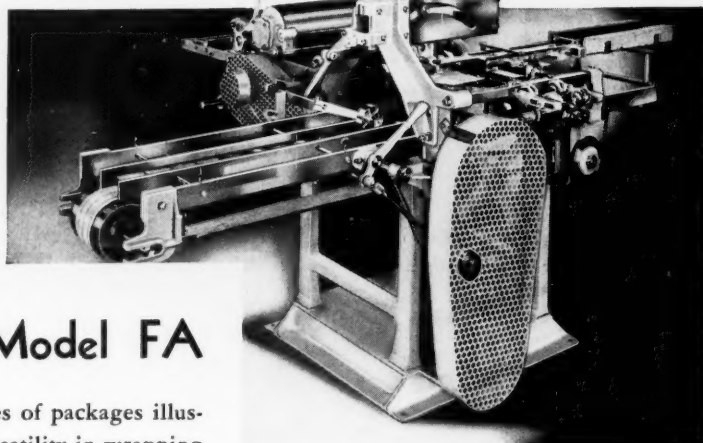
has been faithfully carried out on the front label of the bottles and on the display container itself. The front label bears a garden gate with an arbor of flowers, thus tying-in with the general design motif. (Continued on page 84)

The back label on the Summertime bottle indicates that the product is definitely for summer use, the product being available only from May to October.



Here's Versatility

IN MACHINE WRAPPING



All these types of wrapping handled by Model FA

Look at the widely varying types and shapes of packages illustrated here, and you'll get a new idea of versatility in wrapping machines.

All these packages, and many others of equally distinctive appearance, are wrapped on our FA type machines. Moreover, they are wrapped neatly and perfectly, presenting a quality appearance on display. Note, for example, the smooth, neat wraps on the extension edge candy box and the slide fastener—both difficult shapes to handle.

This type of machine wraps a wide range of sizes and is quickly and easily adjustable. Handles any kind of wrapping material—glassine, transparent cellulose, waxed paper, foil, or plain paper wrappers. May be equipped with Electric Eye for accurate registration of printed material fed from a roll.

Because of the sales-appealing wrapping it produces, and its extreme economy of operation, the Model FA has been adopted by package goods manufacturers in many different fields.

Consult our nearest office.

Write for Literature

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES
Mexico, D. F., Apartado 2303 Buenos Aires, Argentina: David H. Orton, Maipu, 231
Peterborough, England: Baker Perkins, Ltd.
Melbourne, Australia: Baker Perkins, Pty., Ltd.

Note how neatly the wrapping material is drawn around the crackers.



Clothespins wrapped in transparent cellulose.

Flat transparent cellulose wrap containing slide fastener and instruction sheet.

Open box of chocolates and extension edge candy box wrapped in transparent cellulose.



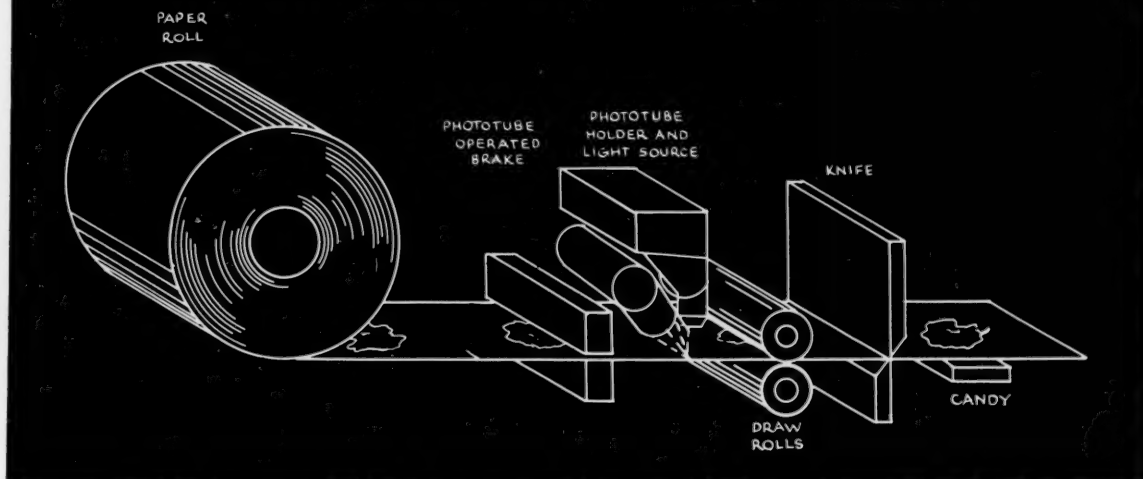
Window carton wrapped in transparent cellulose.



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING PRODUCTION MACHINERY AND EQUIPMENT



1. Photoelectric register control unit arranged to sheet roll material into individual wrappers. In this register the web is stopped at each registry point and cutting and folding then proceeds on the stopped web.

PHOTOELECTRIC REGISTER CONTROL

OR

Here's Fudge in Your Electric Eye

by W. D. COCKRELL*

This is an old-fashioned success story. The names and places may be fictitious, but all ends well and virtue is triumphant.

Bill and Mary Jones were a typical young couple of Middletown. Bill had inherited his dad's old-fashioned grocery store and Mary was just about the best cook in town—her specialty was maple fudge. Two or three times a week she would make up a batch, wrap each piece carefully in waxed paper and take it down to the store to sell for pin money. The fudge always went like hot cakes.

The Whosis Grocery Chain opened a store across the street and Bill's business fell off, but not the sale of the fudge. There never seemed to be enough. It was easy to cook more, but wrapping each piece by hand was quite a task.

The climax came when the manager of the Whosis store asked Bill if he might handle some of the fudge.

So long as all sales had been made at Bill's store everyone knew who made it, but if someone else sold it, Bill and Mary felt that plain wax paper wrapping would no longer do—the customer should know what to ask for. That night there was a long conference between Mary, Bill and cousin Jim Brown, foreman of the local printing job shop. A neat design, "Mary's Maple Fudge" in a maple leaf background, was finally evolved and, before many days, squares of fudge with the newly designed label began to appear.

Mary's modest kitchen could no longer contain the ambitious candy business which now occupied the back room of the store. Even six girls now were having difficulty wrapping the candy fast enough, for sales continued to mount and it was a little more difficult to center the design neatly on each square.

Bill was worried, but Jim had a solution. Why not wrap by machinery? The flat wrappers for hand use would be unwieldy but it was simpler and much cheaper

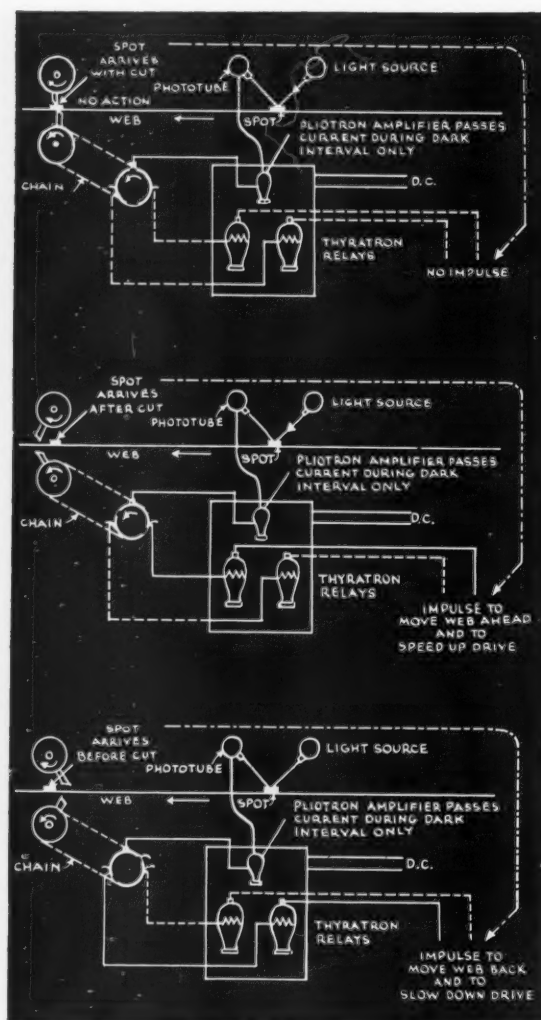
*Industrial control engineering department, General Electric Co.

to print the wrappers in roll form and cut them off as needed. The only difference between this type of a machine and a standard blank wrapper machine was the necessity for centering each design imprint on the candy square. The answer to that was easy also—the electric eye or phototube. “You can see,” Jim explained, “if we print a small register mark at each point where a cut is to be made and then unroll the paper over the candy square, the phototube can watch until a spot comes by and then cause the paper to be stopped, cut and folded at exactly the right point. By the way, how many pieces a minute do you need to wrap?” (Fig. 1)

Bill figured a minute. “Fifty to seventy-five.”

“That’s okay. Since this simple control involves the stopping of the paper for each piece, it cannot be used for high speeds, but in that speed range it’s quite satisfactory. A number of machinery manufacturers are building just the machine you want, delivered complete with photoelectric equipment.”

“Thanks,” came back Bill, much relieved. “Would you mind writing to a few of them for quotations?”



“Glad to, of course. Do you mind if I send them a few samples of your wrappers? We’d better save the fudge samples until some time later. They would never get by the office boys.”

“But why send sample wrappers?”

“The phototube doesn’t see colors quite as our eyes do. Reds, oranges and yellows look quite light while greens, blues and blacks look darker. This blue on your wrapper should show a good contrast against the white background but some purples, for instance, have so much red in them that they are quite deceiving. The more contrast, of course, the more reliable operation. It’s always a safe bet to send samples to the machine manufacturer for checking.”

To be brief, the machine was duly installed and not only did it speed up production, but it freed four of the girls for less tedious jobs.

The public, it seems, had become maple fudge conscious. Stores all over town now sold it and Bill’s whole store had been given up to its manufacture. Bill had joined the country club and Mary was a prominent member of the Women’s Club. Jim was now a partner and plant engineer. Another wrapping machine had been installed, but even more facilities were needed. Jim wanted to install a larger high-speed unit and, after talking to several machinery manufacturers, was explaining its operation to Bill.

“We want from a hundred to two hundred pieces a minute from this machine. It’s difficult to stop the paper to cut it at this speed so we will use a rotary knife and feed the paper continuously. On the knife shaft we’ll put a rotary selector switch with two sets of contacts. One set will be closed for part of a revolution and will open just before the knife cuts. The second set will close just after the cut and stay closed for part of the revolution. The phototube watches the register mark go by as before, but now the impulse due to its passing does not stop the paper but instead is fed through one or the other of these rotary switch contacts to mechanisms which cause the knife to cut early or late.” (Fig. 2).

“But,” said Bill, “what happens if the spot comes by at the instant both contacts are open?”

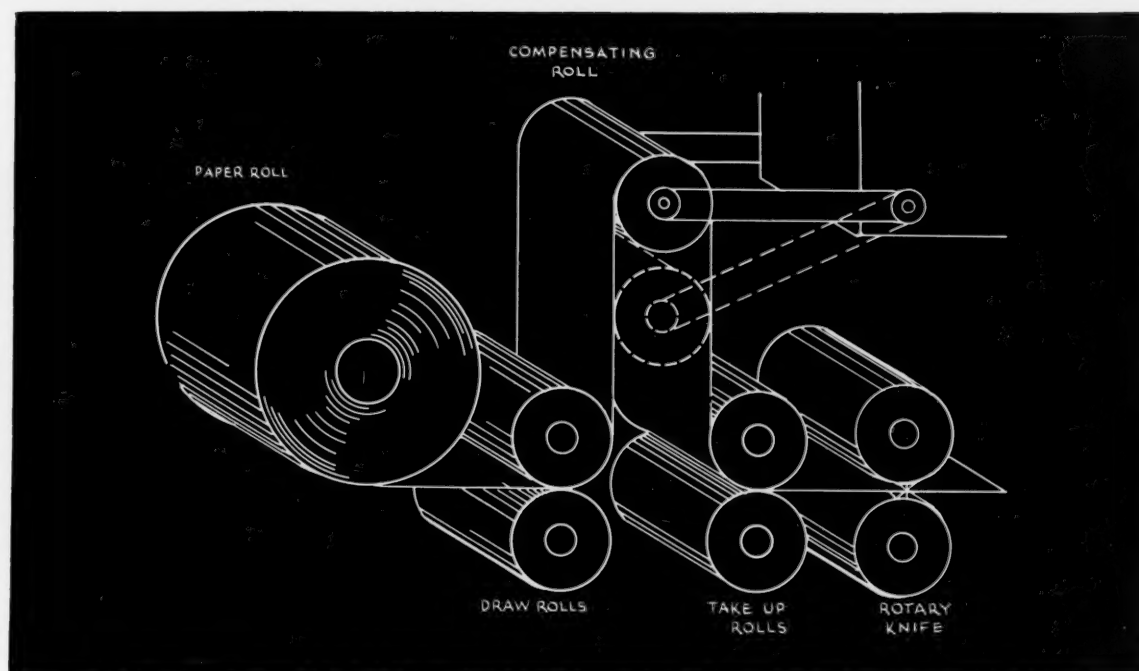
“The answer is—nothing. That means that the knife and paper are exactly in register and so no correction is necessary.”

“The theory sounds fine, but how is the phototube to look at the spot while the knife is cutting it. It looks like a chopped-up phototube to me.”

“A good point,” laughed Jim, “but we can put the phototube ‘scanning head,’ as it is called, exactly a full wrapper length away and look at the next spot with little loss in accuracy. But if we separate the phototube and knife by too many spots, the cumulative error of a number of sheets might be serious.”

Bill thought a minute. Finally, “Jim, when watching our slow speed machine, my eyes can hardly follow the

2. High speed phototube set-up to permit sheeting of continuously moving web.



3. Compensating roll device used in automatically adjusting moving web to correct registry at cut-off point.

moving register spot. Won't the speed of the spots on the new machine be much too fast for the electric eye to follow?"

"Remember, Bill, I said the phototube was a little color blind—that it couldn't distinguish red and white as well as people. On the other hand, it has us licked completely for speed. At the top speed your $\frac{1}{16}$ in. spot will pass the phototube in a little over one two-hundredth of a second. The phototube can respond to a time interval from one-fiftieth to one-hundredth of this. However, the output from the phototube, while quite definite, is quite small and it is considered best practice at the higher speeds to boost the power with a standard radio receiving tube placed next to the phototube before the impulse is sent to the rotary selector switch."

"Let's see, Jim, so far we've found that the spot passing the phototube starts an impulse which, if the knife and spot are not quite in step, is passed through one of the two sets of contacts on the rotary selector switch to the control cabinet proper. What happens then? How are the paper and knife brought back into register?"

"Inside the cabinet there are two special tubes called 'thyratrons' which act, with their relays, just about like your push button motor starter. Only these thyratrons can work from an electrical jab or impulse, lasting only one-ten-thousandth of a second, and hence make an ideal means for using the impulse coming from the spot. Each thyatron is fed from one of the two contacts of the selector switch and hence can produce a movement of the correcting motor forward or backward as required.

A simple timing arrangement stops the motor and resets the equipment when the desired correction has been made. Then we are ready for another spot and another correction, if needed."

This sounded a little complicated to Bill, who, after all, was the man who would have to pay for it. "Couldn't we just use one thyatron and correct just in one direction?"

Jim had an answer for that too. "Sure we could and it is being used somewhat at lower speeds. In order to do so, one has to be absolutely sure that correction will be needed only in one direction and so the length of paper to be cut is made purposely just a little too short or too long. Let us say that the maximum allowable error in cut is $\frac{1}{16}$ of an inch. Then if we make the distance between register marks $\frac{1}{64}$ in. too long, at each fourth cut the thyatron is energized and the paper is slowed down $\frac{1}{16}$ in. If the paper is stretched a little there may be only two or three cuts between corrections or if it has shrunk a little, seven or eight cuts may intervene. Of course, if it shrinks more than $\frac{1}{64}$ in., the paper is now too short for the cut and, since there is no correction to feed it faster, the system won't work.

"Since it's my job to keep this equipment running, I wouldn't be sold on the idea of the correcting motor starter having to operate on an average of every three or four cuts. It would mean pretty high upkeep expense. In our two-way control, we will set the normal speed of paper draw-rolls and knife as exactly as possible manually so that the photoelectric control works only when

needed to correct off-register. Unless automatic tension is used on the feed rolls, the draw-roll slip will vary slightly from the beginning to the end of a roll of paper and may require a slight speed correction or two during a run. This applies to average speeds, say 100 ft. and 100 to 200 cuts a minute with an accuracy of plus or minus $\frac{1}{32}$ in. as we want here. Higher accuracies and higher speeds require electrical, rather than manual, follow-up of the speed control."

Bill interrupted, "We've gone off the track a little. A while back you said that when a correction was needed the thyatron and relays made the correcting motor run forward or backward for a short time, but how does that change the actual relation of paper and knife?"

"As you might guess, Bill, each machine manufacturer has his own means and ideas, but they are essentially in one of two forms—the compensating roll or the differential. The compensating roll comes from printing press practice. After passing through the draw-rolls, the paper is looped up over the compensating roll, then down through a set of over-speed take-up rolls (which simply serve to keep it taut) and then to the knife. To correct for long sheets, the draw-roll is moved down by the correcting motor so that the loop is shortened and the added

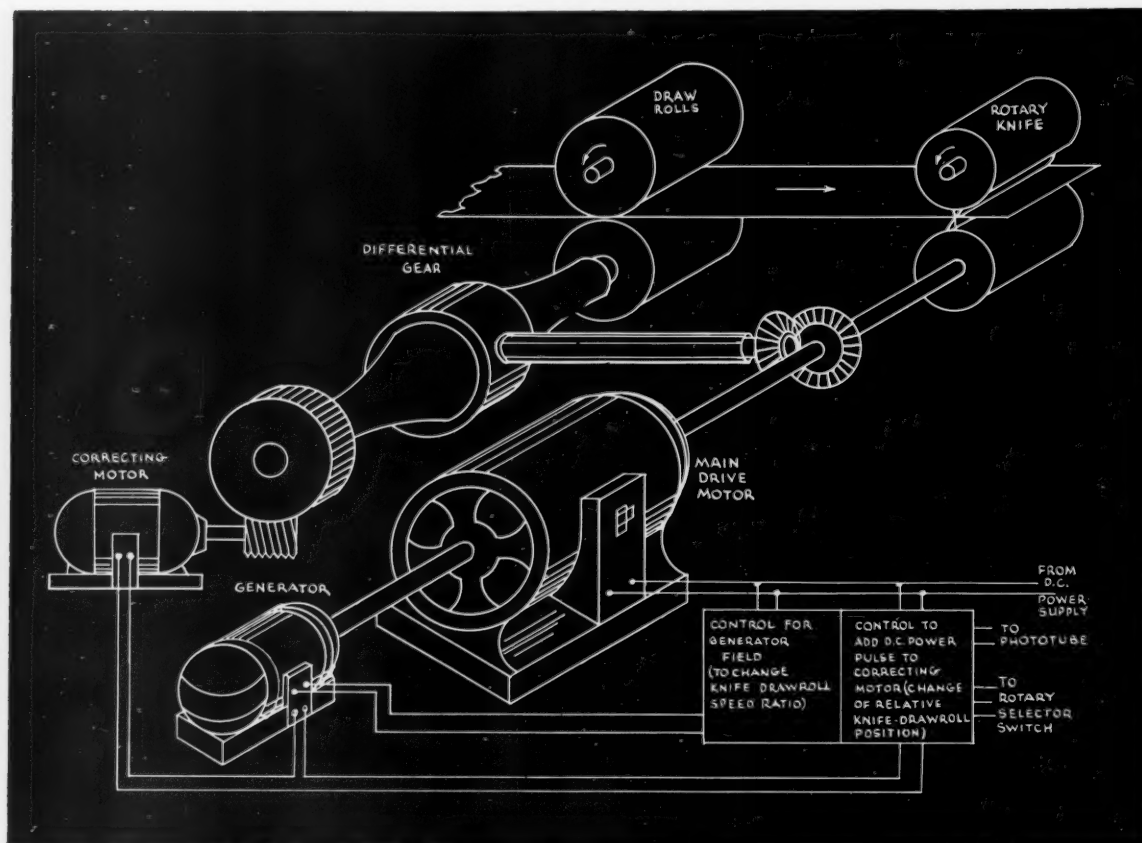
paper is fed under the knife. If the distance between register marks is short, the roll rises and the loop gains paper at the expense of that fed to the knife." (Fig. 3)

"But," and Bill grinned, "suppose the compensating roll reaches the bottom and there's no more loop to borrow paper from?"

"Bright pupil," came back Jim, "that's why the differential system is preferable. Remember the old tin Lizzie we shared in college and the Saturdays we spent putting her in shape so you could drive over to see Mary on Sunday? Remember when we would jack up both rear wheels and, with the engine stopped, would turn one wheel one way and make the other wheel turn in the other direction and how when the engine was turning the wheels slowly, we could stop one wheel and make the other turn faster or spin one wheel faster than normal and make the other wheel go slower? In other words, what happened to that driven wheel was the result of both the engine's work and our manipulation of the other wheel.

"We apply this same differential idea to our register control, placing the differential in the drive between the knife and draw-rolls (with the proper number and sizes of gears to make them (Continued on page 90)

4. Register correcting device designed to use auxiliary correcting motor to effect speedy change from off-register to on-register cutting.

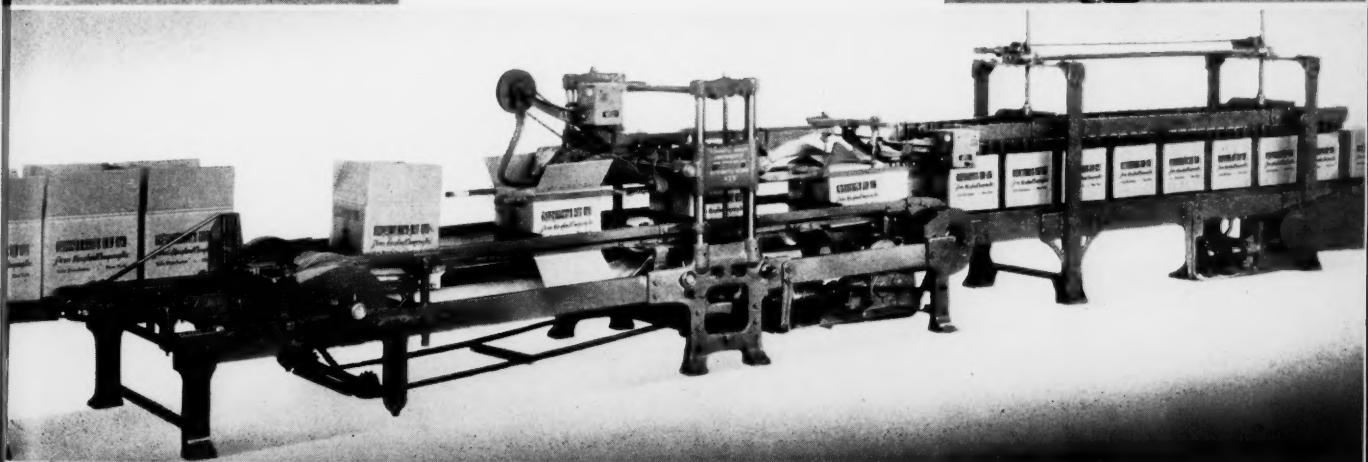




**Your Favorite
Dentifrice
Comes to You
Case Sealed by
STANDARD-KNAPP...**

Practically all major companies in scores of industries testify to the great inherent savings, the lower maintenance costs, the longer service, the dependability and ruggedness of these high-speed case sealers: *They standardize on Standard-Knapps!*

May we show you the facts and figures?



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd Place
LONG ISLAND CITY, N. Y.

208 W. Washington Street
CHICAGO

702 Society for Sav. Bldg.
CLEVELAND

300 Seventh Street
SAN FRANCISCO

420 S. San Pedro Street
LOS ANGELES

3224 Western Avenue
SEATTLE

1208 S. W. Yamhill Street
PORTLAND, OREGON

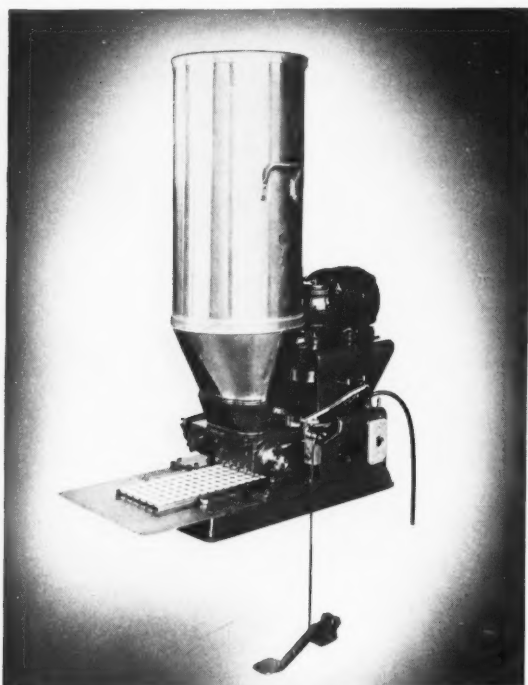
Windsor House, Victoria Street
LONDON, ENGLAND

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY · METHODS AND SUPPLIES

ARTISTS' PAINT PAN FILLER

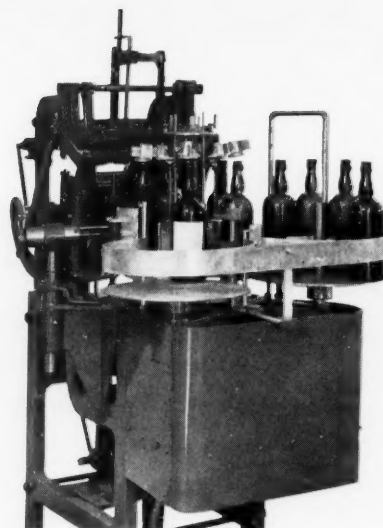
The Arthur Colton Co. now manufactures a new type of filling machine, designed particularly for filling artists' paint pans and for similar operations. The unit operates as a six head filler, filling six pans at a time. The pans are set into a frame having 84 cavities and this is pushed through the bed of the machine by hand while filling is controlled with a foot pedal. Thus as rapidly as filling takes place, the pan frame is indexed to the next row.



The machine, it is claimed, has a capacity ranging up to 216 units per minute depending upon the skill of the operator. A 110 volt $\frac{1}{4}$ hp. motor is utilized. A bench space 16 in. wide by 35 in. long is required. Overall height, including the hopper, is 40 in. The back of the machine is so constructed as to permit the attachment of a conveyor to carry the pans through a drier unit.

AUTOMATIC LABELER

A labeling machine for which claims of unusual flexibility are made has been placed upon the market by the Harvey Machine Co. The unit, it is stated, is capable of handling any shape label, without extra attachments, from approximately $1\frac{1}{2}$ in. by $1\frac{1}{2}$ in. to 5 in. by 5 in.



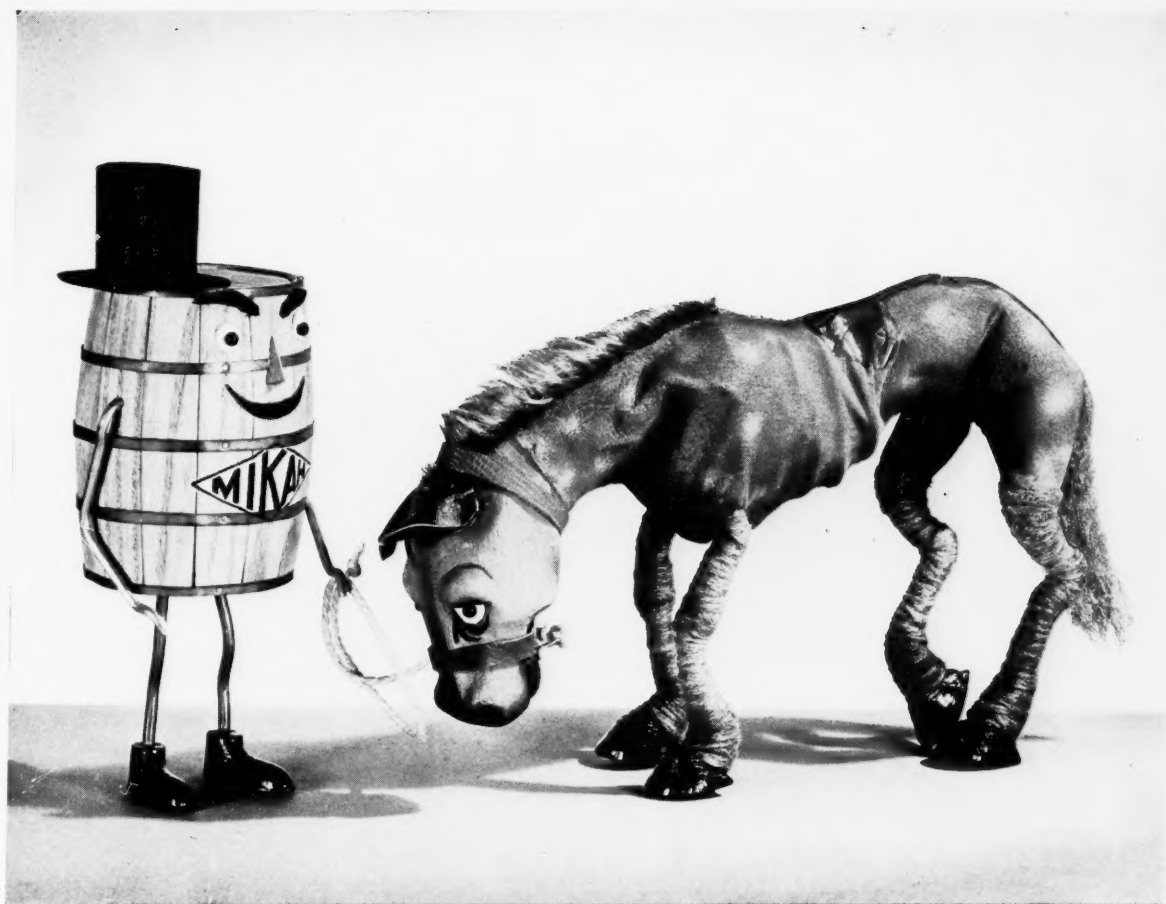
A rotating spider device which clamps the bottles from the top is utilized to position the containers. This spider has adjustable back rests to fit any size bottle from 4 in. in diameter down and has adjustable top clamps to fit various bottle heights.

The machine can be cut into a regular production line with conveyor feed and discharge. The unit is also available in modified form as a semi-automatic hand machine, bottles being put into position against a back rest equipped with spring clamps which hold them firmly during the operation. Both types of machines have two press heads, the second of which is actuated by an air cylinder and is claimed to adjust itself to the shape of the bottle and thus to force the label against the bottle, squeezing out air bubbles. Speeds of these machines, it is claimed, vary from 35 to 40 per minute.

METAL STRAPPING TOOL

The Stanley Works have announced the development of a new steel strapping tool which is claimed to be specially designed to speed up the strapping of shipping containers. The tool is equipped with an automatic seal feed, a positive spring feed holding the seals in any position. The magazine is loaded with a clip of 100 seals, the latter being available in three sizes, for $\frac{1}{4}$ in., $\frac{3}{8}$ in. and $\frac{1}{2}$ in. strapping.

In operation the end of the strapping is brought from the coil, placed around the box and then fed into the machine until it reaches a stop. The strapping is then threaded through guides and "straplocks." Both strips of strapping are thus automatically aligned against the



"Ain't What She Used to Be!"

In packaging and labeling, too, efficient, modern methods have replaced yesterday's makeshifts.

These specialized operations require specialized glues and pastes. We have them—for every machine or hand operation.

NATIONAL ADHESIVES CORPORATION

820 GREENWICH ST., NEW YORK—CHICAGO—PHILADELPHIA—BOSTON—SAN FRANCISCO—and All Principal Cities

back wall of the tool and held in place. The operator then pulls a tension lever to draw the strapping tight. On large containers, the device offers unlimited take-up, for a new grip is taken on the strapping every time the tension lever is swung back. When the strapping is properly tensioned, a cut-and-seal lever is swung forward, automatically placing and crimping the seal and cutting the strapping. As the levers are returned to upright position, a new seal is automatically fed into place and the free end of the strapping is held in place ready for the next job.

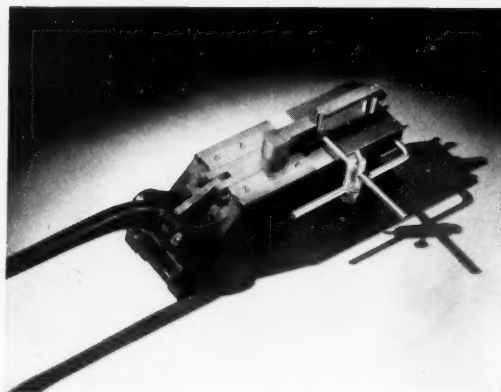


WIRE TYING MACHINE

The Harvey Machine Co. has placed upon the market a new machine which, it is claimed, automatically places, tensions and ties shipping containers with wire. The operator places the unit to be tied in position on the machine table and depresses a foot pedal. The machine then automatically takes wire from a reel, wraps it in position, applies tension, twists the wire into a tie, cuts off the ends and reloads the wire into a handling mechanism for the next operation. Wire of from 14 to 18 gage may be utilized. Provision is made for adjustment of the tension with which the wire is applied. The driving mechanism is enclosed in the machine housing and principal operating parts run in an enclosed case.

RULE-BENDING TOOL

A new attachment, known as the Eureka "Bendall" fixture, has been developed by J. F. Helmold & Bro., Inc., for use on the improved Eureka rule press to enable users of cutting and creasing rules to make bends which were



formerly either extremely difficult or impossible without the aid of special dies. The unit can also be used for forming circles which do not require the accuracy of seamless cutting punches. The assembly fits on the rule press replacing the former back-block and has a removable dovetailed dieholder which can be readily interchanged with a mandrel adapter.

NEW BALANCE SCALE

The Exact Weight Scale Co. has developed a new balance scale utilizing a plastic housing enclosing the weighing unit with only the commodity container and weight platter exposed. The housing is available in a choice of ivory, ebony black, grained walnut, chinese red or any combination of these colors. A full circle, four-way



indicator, visible from any position, is mounted in the tower of the scale and provides a reading of over and underweight calibrated to quarter ounces. The scale has a capacity of 3 lbs. and it is $13\frac{3}{4}$ in. long by $13\frac{3}{4}$ in. high by 6 in. wide with a shipping weight of 30 lbs. For visible reading under all light conditions, two radio panel light bulbs are mounted inside the scale tower.

INSURE

YOUR PRODUCT'S FLAVOR FOR

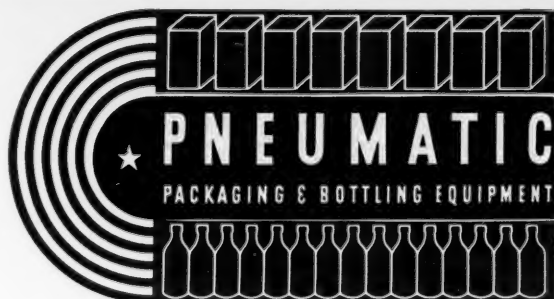
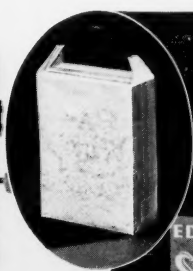
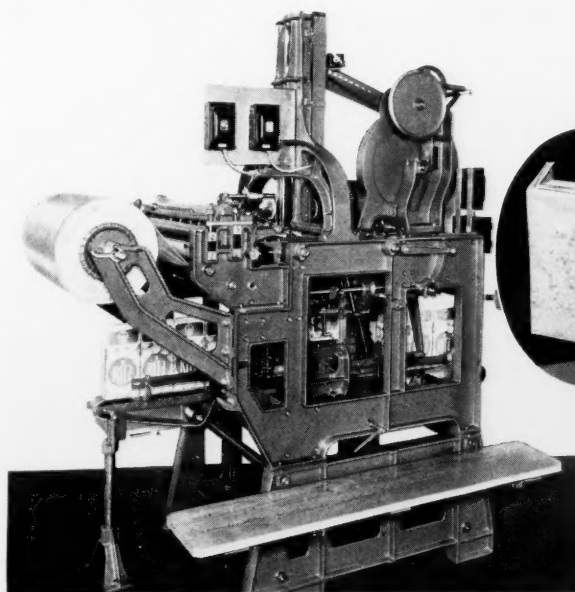
\$.0024

PER PACKAGE!*

THERE are over 100 leading food manufacturers who depend on Pneumatic-made carton linings to maintain the flavor or crispness or appearance of their products. These leaders use machine made and inserted liners to keep the cost per package down to a minimum. *Although this cost will vary according to carton size and kind of lining material a fair example is the average 8 oz. cornflakes box. The cost of a waxed glassine liner for this carton (266 square inches) will not exceed \$2.40 per thousand linings.

If you'd like to have us do so we'll gladly tell you how much it will cost to add an inner lining to your package. Tea, coffee, prunes, biscuit flour, cereals, pudding powder, crackers, confectioners' sugar, and macaroni are just a few of the perishable foods which should have the protection insurance afforded by carton linings.

With a Pneumatic unit (one of four models), liner making and inserting is a completely automatic process from paper roll to lined carton. Eliminated entirely is the cost of pre-formed bags which must carry the bag maker's profit. For economical and effective product protection investigate the possibilities of lined cartons for your packaged foods.



LOWER COST PER CONTAINER

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

JULY 1939

73

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

PNEUMATIC SCALE CORP., LTD., North Quincy, Mass., presents in compact form a catalog of some 100 practical packaging and bottling material samples. The publication, entitled "Sample Kit of Packaging & Bottling," is devoted to the display of actual samples of folding box boards, parchment papers, glassine papers, waxed sulphite papers, paper back foils, printed wrappers, specialty materials, labels and tags, as well as illustrations of glass containers and closures. A brief outline of the Pneumatic equipment and services is included in the catalog and a buyers' guide, which lists many sources of supply for basic packaging and bottling materials is offered. The "Sample Kit" is available, upon request, only to those manufacturers actually using packaging or bottling machinery at the present time, due to the limited number of copies published.

SHELLMAR PRODUCTS CO., Chicago, Ill., has issued two swatch books containing an assortment of holiday designs reproduced on cellophane. The booklet entitled "Holiday Sheers" contains samples of Christmas box top wrappers and Christmas all-over sheets. A comprehensive selection of samples is included in the publication and stock and price list is given. In the booklet titled "Holiday Bands," samples of Halloween, Thanksgiving and Christmas holiday band designs, printed on cellophane, are presented.

REPRESENTATIVE SAMPLES OF PLIOFILM are contained in a swatch book issued by The Goodyear Tire & Rubber Co., Inc., Akron, Ohio. Both plasticized and normal Pliofilm samples are presented with specifications and available colors.

A LOOSE LEAF HANDBOOK on wire and filter cloths and their fabrication and uses has been issued by the Multi-Metal Wire Cloth Co., Inc., New York, N. Y. The handbook is divided into three sections, the first of which deals exclusively with wire and filter cloths. It shows many photographs—several of them microphoto-

graphs—of different weaves and meshes and contains much tabular matter listing the wire diameter, width of opening and per cent of open area in wire cloths from 4 to 400 mesh and in filter cloths of three distinct types of weave in a range of meshes providing every possible degree of density.

Section two of the book is devoted to fabrication and contains drawings showing the correct construction of filter leaves, claytower spacing screens, hydraulic presses, strainers and vibrating screens. This section also contains many photographs of fabrication methods, materials and complete units as well as several case histories.

The third section is devoted to technical data and includes definitions of the various types of wire and filter cloths, data on their characteristics, general summaries of screening and filtration theory and information on corrosion and the corrosion resistant properties of various alloys. One page is devoted to flow rates and an index of permeability which is, so far as we know, the first ever to be published.

"CHRISTMAS PACKAGING," a booklet published by The Hinde & Dauch Paper Co., Sandusky, Ohio, comes as a timely reminder that now is the time to plan special packages for merchandising products during the Christmas season. Illustrations of Christmas packages show how some merchandisers have presented their products during the holiday and actual samples of holly and linen patterns and embossed surfaces are affixed to various pages of the booklet to illustrate packaging materials.

"STOPPING PROFIT LEAKS BEYOND THE PRODUCTION Line" is the title of a new booklet published by Acme Steel Co., Chicago, Ill. The booklet describes the causes of excessive packing and shipping costs and the methods for eliminating those costs. The publication further explains how to locate the source of losses after production has been completed. It illustrates the manner in which to terminate those losses and the amount that can be saved on each shipment.

HOW TO MEET THE LABELING & PACKAGING Requirements of the new Federal Food, Drug & Cosmetic Act (Published by The Hamer Publishing Co., Plainfield, N. J. \$12.00 including current bulletin service to January 1, 1940). This volume, designed in a loose-leaf form to permit the inclusion of bulletins as required by court decision or administrative rulings, contains a check list and explanation of the requirements of the new Act in the matter of the labeling of food, drug and cosmetic products. It also contains a brief description of the new Law and a digest of the Law and rulings up to March 20, 1939. Current bulletins carry this digest on beyond the March 20 date.

THE CELLULOID CORP., New York, N. Y., has published a new price list on Lumarith Protectoid in rolls, stock sheets and cut-to-size sheets.

Fast Selling Items



demand Fast Labeling

All constant-flow production of labeled containers offers exceptional production savings when labeled on

NEW JERSEY AUTOMATIC Labelrites

Easy-to-run, at lower operating costs, immaculate labeling, that eliminates wiping of bottles—fool-proof perfect registration of labels on one or both sides—readily installed in existing production lines.

• Send for complete details •

NEW JERSEY MACHINE CORPN.
1600 Willow Ave., HOBOKEN, N. J.

Chicago office—549 W. Washington Blvd.

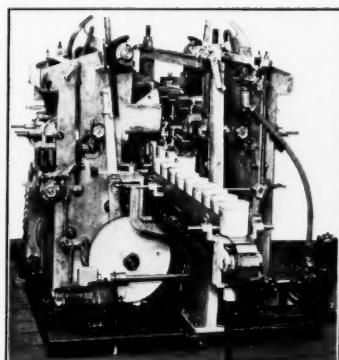
SALES REPRESENTATIVES IN

CINCINNATI
OMAHA
DES MOINES
ST. LOUIS

ROCK ISLAND
MINNEAPOLIS
ST. PAUL
MADISON
TORONTO

LOS ANGELES
SAN FRANCISCO
PORTLAND
SEATTLE
SALT LAKE CITY
OKLAHOMA CITY
LONDON, ENG.

Below is one of the fully automatic, time and money saving LABEL-RITES installed for Harriet Hubbard Ayer.



THE NEW FOOD, DRUG AND COSMETIC LEGISLATION (Published by Duke University, School of Law. \$.75). This, the winter 1939 issue of the Duke Law School Quarterly, presents, perhaps, the best comprehensive analysis of the Food, Drug and Cosmetic Act and its administration to be found anywhere. The issue is divided into a series of articles, each of which covers a single aspect of the law or its administration. Included in these are the following:

The Food, Drug and Cosmetic Act of 1938: Its Legislative History and Its Substantive Provisions, by David F. Cavers (Member of the New York Bar. Professor, Duke University School of Law. Editor, "Law and Contemporary Problems." Adviser to the Department of Agriculture with regard to food and drug legislation, 1933-34. Contributor to legal periodicals).

The Formulation and Review of Regulation Under the Food, Drug and Cosmetic Act, by Ralph F. Fuchs (Professor, Washington University School of Law, St. Louis, Mo. Author of "Procedure in Administrative Rule-Making" and numerous other articles on administrative law and other legal subjects).

The Enforcement Provision of the Food, Drug and Cosmetic Act, by Frederic P. Lee (Member of New York, District of Columbia and U. S. Supreme Court Bars).

The Control of False Advertising Under the Wheeler-Lea Act, by Milton Handler (Member of the New York Bar. Associate Professor, Columbia University School of Law. Adviser to the Secretary of Agriculture in the drafting of the Food, Drug and Cosmetic Bill (S. 1944) introduced by Senator Copeland of New York in the 73rd Congress, First Session, 1933).

An Appraisal of the New Drug and Cosmetic Legislation from the Viewpoint of Those Industries, by James F. Hoge (Member of the New York Bar. Member of the firm of Rogers, Ramsay & Hoge, New York City, counsel for The Proprietary Assn. Author of articles on food and drug legislation and other problems of trade regulation).

The Federal Food Legislation of 1938 and the Food Industry, by Robert W. Austin (Member of the New York Bar. Associated with Breed, Abbott & Morgan, attorneys, New York City. Member of the Committee on Federal Legislation of the New York State Bar Assn.).

Consumers Appraise the Food, Drug and Cosmetic Act, by Louise G. Baldwin and Florence Kirlin (Baldwin: First vice president in charge of legislation, National League of Women Voters. Formerly Living Costs Chairman, National League of Women Voters; Extension work, United States Department of Agriculture. Kirlin: Congressional Secretary, National League of Women Voters, since 1934. Formerly Executive and Legislative Secretary Indiana League of Women Voters).

Representation of the Consumer Interest in the Federal Government, by Saul Nelson (Senior Economist, Bureau of Labor Statistics, U. S. Department of Labor. In charge of preparing an analysis of the function of a

State Consumers' Department for the N. Y. State Constitutional Convention Committee, 1937-38).

State Food, Drug and Cosmetic Legislation and Its Administration, by Ole Salthe (Consultant to the Food and Drug Administration, U. S. Department of Agriculture, since October 1938. Technical adviser to the late United States Senator Royal S. Copeland, 1924-38. Former director of the Bureau of Food and Drugs, Department of Health, New York City).

The volume has an ample index but might have profited by the inclusion of a bibliography.

A COMPILATION OF DATA on Draver feeders, Vi Brox packers and Edtbauer weighers is presented in a catalog published by the B. F. Gump Co., Chicago, Ill. In addition, a section is included on mill supplies and equipment with a general index for quick location of information on any given product.

CANADIAN TRADE INDEX 1939 edition (Compiled and published by the Canadian Manufacturers' Assn., Inc., Toronto, Canada. \$6.00). This volume contains an alphabetical directory of Canadian manufacturers, with addresses, branches, export representatives, trade marks, brands, etc., as well as a directory of Canadian manufacturers classified according to products made. Also listed are exporters of agricultural produce and allied lines. An export section presents details of Government services, methods, procedure, financing, statistics and a list of definitions of technical abbreviations used in foreign trade and exchange transactions.

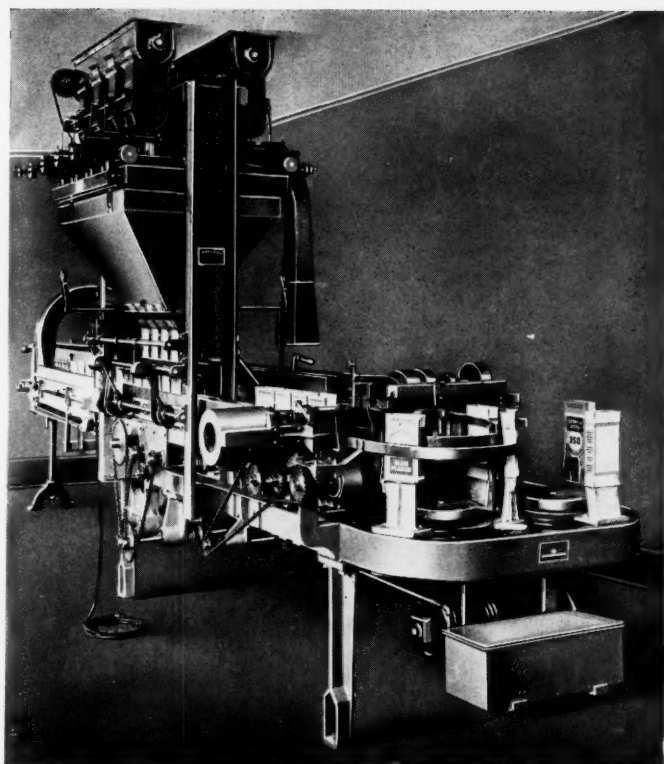
THOMAS TRUCK & CASTER CO., Keokuk, Iowa, has purchased the business of the William H. Sippel Corp., South Bend, Ind., and will consolidate the activities of both organizations at the former company's Keokuk plant. The company manufactures industrial casters and floor trucks.

ALFA DISPLAYS, INC., is now located at 95 Madison Ave., New York, N. Y. Joshua Brown, formerly with Reiss Advertising and Metro Associated Services, has joined the staff of this company.

FRANK L. HALL has joined the staff of the Package Research Laboratory, Division of Stapling Machines Co., Rockaway, N. J., and will be in charge of the company's Chicago district service staff.

MATTHIAS PAPER CORP., Philadelphia, Pa., is now located in new offices located at 165 W. Berks Street.

On page 64 of the June issue, a transparent display utilized by the Bauer & Black division of The Kendall Co. was erroneously credited as a creation of the Federal Tin Co. This display was actually produced by Weinman Brothers.



* *Packomatic Carton Sealer
with Automatic Net Weigher*

FOR

- SPEED
- EFFICIENCY
- PERFORMANCE
- COMPACTNESS
- STURDINESS
- ECONOMY

DEPEND ON
PACKOMATIC

For semi-free flowing products, the above combined bottom and top carton sealer is equipped with eight unit net weigher.

Tripping device is operated by bottom sealed carton when ready to receive the product. The weigher may be furnished with or without power feeder. Four units discharge while four fill.

Operates at speed of 60 or more per minute. Only one operator required. Unit is convertible for a wide range of carton sizes. Guaranteed performance.

Above machines may also be equipped with Automatic Volume Fillers for packaging free-flowing products.

We manufacture many different types of Automatic and semi-Automatic packaging machines, scales and volume fillers and packers, with operating speeds of 15 to 60 or more per minute. Our experience is yours for the asking.

REPRESENTATIVES

CHICAGO
BOSTON
NEW YORK
ST. LOUIS
DENVER

EXPERT CONFIDENTIAL
ATTENTION WILL BE
GIVEN TO YOUR PROBLEM
WITHOUT OBLIGATING
YOU IN ANY WAY

REPRESENTATIVES

SAN FRANCISCO
LOS ANGELES
SEATTLE
NEW ORLEANS

We also manufacture a complete line of Automatic and semi-Automatic Case Sealing machines for handling papershipping cases.

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Plants and Personalities

NEWS

NOTES

TRENDS

AT THE 34TH ANNUAL CONVENTION of the Lithographers National Assn., at the Westchester Country Club, Rye, N. Y., on June 13 and 14, E. H. Wadewitz was elected president for the 1939-40 term. Mr. Wadewitz is president of the Western Printing & Lithograph Co. Maurice Saunders was, at the same time, elected chairman of the board and Milton P. Thwaite was elected to the joint post of vice president and treasurer. W. Floyd Maxwell will once again serve the Association as its secretary.

The following were elected to the board of directors:

P. N. Calvert, Reserve Litho. & Ptg. Co.; H. K. Caner, Jr., president, Ketterlinus Litho. Mfg. Co.; Wm. S. Forbes, president, Forbes Litho. Mfg. Co.; Chas. W. Frazier, president, Brett Lithographing Co.; Chas. D. German, president, National Lithograph Co.; Arthur A. Goes, president, Goes Lithographing Co.; George W. Hall, executive vice president, Western Lithograph Co.; John H. Harland, president, John H. Harland Co.; George W. Heigho, president, Calvert Lithographing Co.; Leslie H. Jackson, treasurer, Stecher-Traung Litho. Co.; A. O. Johnson, vice president, The Meyercord Co.; Daniel J. Kerwin, president, Woodward & Tiernan Printing Co.; George C. Kindred, president, Kindred MacLean & Co.; George E. Loder, president, National Process Co.; Wm. H. Merten, Strobbridge Lithographing Co.; H. E. Milliken, secretary-treasurer, Omaha Printing Co.; Carl Moellmann, president, Continental Lithograph Corp.; D. R. Morean, vice president, American Colortype Co.; St. Elmo Newton, president, S. C. Toof & Co.; Wm. Ortmann, executive vice president, U. S. Printing & Lithograph Co.; Theodore Regensteiner, Regensteiner Corp.; Carl R. Schmidt, vice president, Schmidt Lithograph Co.; Milton P. Thwaite, president, Dennison & Sons; E. H. Wadewitz, president, Western Printing & Lithograph Co.; A. J. Wilmanns, secretary, Wilmanns Brothers Co.; J. M. Wolff, Jr., president, Wolff Printing Co.

The next convention of the Association will be held in Del Monte, Calif., in the late spring of 1940.

GROUND HAS BEEN BROKEN for the \$600,000 plant addition being built by the Hygienic Tube & Container Corp. adjacent to their present factory in Newark, N. J. Here the company will produce, in addition to its regular lines, containers of Hycoloid, Clearsite and Neocell. The latter is a new product recently added to the Hygienic line and will permit the company to make many new shapes and sizes of rigid transparent containers.

Shapes such as bottles can, it is claimed, be readily formed by the Neocell process.

The company has recently opened new show rooms and offices at 626 Fifth Ave., Rockefeller Center, New York, N. Y. The following officers have recently been elected: L. R. Randon, chairman; Herman Lerner, vice president and treasurer in charge of production; Irving Lerner, vice president and general sales manager; James Burns, vice president in charge of sales promotions; Jacob Burns, secretary.

THE TENTH ANNUAL PACKAGING EXPOSITION and conference will be held from March 26 to March 29, 1940, at the Hotel Astor, New York, N. Y., it has been announced by the American Management Assn., sponsors of the Conference. Program plans, according to Alvin E. Dodd, president of the American Management Assn., will emphasize the necessity of a return to fundamental techniques in packaging with particular emphasis on such subjects as informative labeling, efficiency in package production, scientific management in the shipping department and the factor of packaging costs.

MULTICOLOR PACKAGES, INC., Grand Rapids, Mich., is a newly organized company which will manufacture colored and embossed shipping containers as well as display products and paper stock up to 60 in. wide. The organizers of the company include Fred George, former president of the Continental Color Corp.; Herbert E. Jones, formerly with the Central Paper Co.; L. M. Umstead of Louisville, Ky., and Norman Clark, chemical research expert. The new company has taken over the Childsdales mill on Rogue River near Rockford.

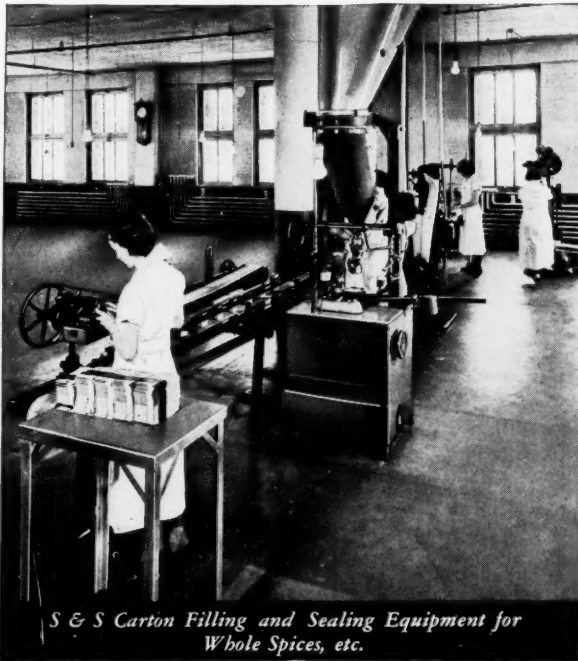
GAYLORD CONTAINER CORP. has opened a new corrugated box factory in Greenville, S. C. A new folding carton plant is now under construction in St. Louis, Mo.

THE CHASE BAG CO. is now operating a new plant in Portland, Oregon. The plant is equipped for making and printing a full line of cotton, burlap and "Saxolin" open mesh bags.

STOKES & SMITH CO., Philadelphia, Pa., has arranged with R. L. Rogers, Jr., St. Louis, Mo., to represent them in Missouri and Kansas territories, handling the company's filling, packaging and tight wrapping equipment.

IT'S NEW S & S SPICE PACKAGING EQUIPMENT FOR...

*McLaughlin, Gormley,
King Company...*



*S & S Carton Filling and Sealing Equipment for
Whole Spices, etc.*

When new spice filling and packaging machinery was recently installed in the plant of McLaughlin, Gormley, King Co., Stokes & Smith Equipment was the choice.

The results have been more accurate weights, clean tightly sealed packages and maximum production with minimum floor space.

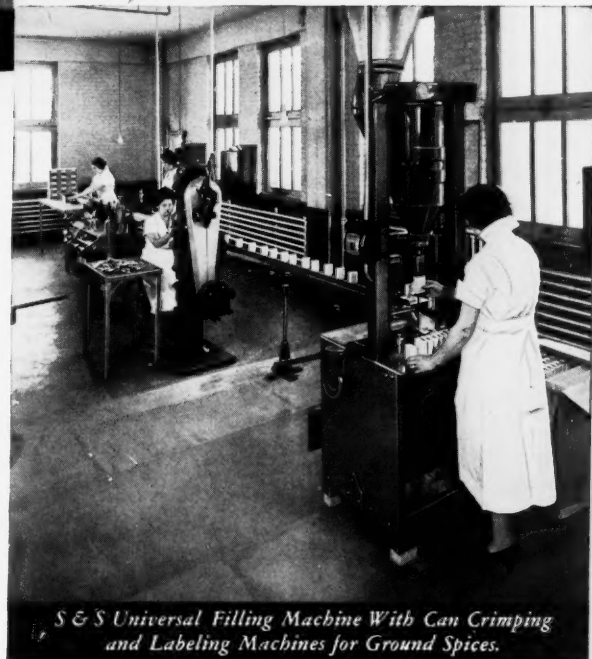
In addition to spices, S&S Equipment is widely used for all kinds of food, drug, chemical and toilet products.

There is almost sure to be some type of S&S Automatic or Semi-Automatic Packaging Machinery that will cut your packaging costs, speed your production.

A sample of your products will bring full details of what S&S Equipment can do in your plant. Write today.

STOKES & SMITH CO.
PACKAGING MACHINERY PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.



*S & S Universal Filling Machine With Can Crimping
and Labeling Machines for Ground Spices.*

HERBERT H. TIEMEYER, a well-known commercial artist in Cincinnati, Ohio, died June 1 at the age of 47. Mr. Tiemeyer was for many years with the Proctor & Collier Co. and about six years ago, he and Robert Rupp established the independent art studios of Tiemeyer & Rupp.

THE NEW YORK office of the Scovill Manufacturing Co. has been moved to the Chrysler Bldg., 42nd St. and Lexington Ave. L. R. Root is in charge.

E. A. THROCKMORTON, general manager in charge of sales promotion activities for Container Corp. of America, Chicago, Ill., has been chosen to head the paperboard container industry's newly formed Furniture Prepack Assn. The group established three objectives. In addition to recommending new specifications for furniture packing to the railroad classification committees, the container industry expects to conduct a personalized advisory service to furniture manufacturers and retailers, pointing out advanced methods of furniture prepacking in paperboard. Similarly, in their own industry, the container group expects to establish and maintain uniform packing practices.

At present, the Furniture Prepack Assn. consists of the American Box Board Co., California Container Corp., Container Corp. of America, Corning Fibre Box Corp., Fibre Board Container Co., Fort Wayne Corrugated Paper Co., Gaylord Container Corp., The Hinde & Dauch Paper Co., Inland Container Corp. and the Lawrence Paper Co.

RICHMOND ROCHESTER, vice president and general manager for the past six years of Tech-Art Plastics Co., Long Island City, N. Y., died May 17. He was a graduate of Massachusetts Institute of Technology and of a Berlin technological institution. Mr. Rochester formerly headed Rocomco, Inc., camera manufacturer, was a member of the employment relations committee of the National Association of Manufacturers and belonged to the Society of the Plastics Industry.

GEORGE H. BOEHMER, general sales manager of the Celluloid Corp., New York, N. Y., has announced his retirement effective June 30, after 30 years of association with the company. His successor will be Edward W. Ward, for the past 2½ years assistant general sales manager and before that Chicago branch office head.

THE WILCO CO., Los Angeles, Calif., has been appointed California representative for the New England Collapsible Tube Co., Chicago, Ill. The Wilco Co. succeeds the late C. H. E. Dunn who had the representation of New England tubes in this territory until the time of his recent death.

J. ANTHONY GARRITY, designer, and Bertram M. Ainsworth, merchandising counsel, have joined the staff of Designers for Industry, Inc. Both will make their headquarters in New York.

ON THE COSMETIC FASHION FRONT

(Continued from page 31)

a rigid transparent container so as to enable the consumer to inspect the small capsules. The green of the product itself adds the necessary decorative note to the otherwise undecorated container, the product name being the only decoration. This is found on the top of the lid in gold script lettering.

Rigid transparent partitions are utilized to separate each of the three layers of "Capsufacials," which are arranged in precision in the round container. The center of the package is used for a circular which tells the story of the product and presents suggestions for use.

Credit: Cologne container—Set-up box and acetate cover by Seaman Box Co., Inc. Metal foil label by Cameo Die & Label Co. "Capsufacial" container—supplied by Maurice Levy.

SETTING UP THE DISPLAY BUDGET

(Continued from page 56)

Quite naturally, dealer replies must be discounted to a large extent insofar as they reflect the desires of individuals whose interests are not always wholly parallel with those of the company who will have to pay for the distribution of the material. Nonetheless, it may safely be said, from an analysis of the reports of the companies cooperating in this survey, that the results of soliciting dealer cooperation in formulating the budget and the display program are generally favorable in any industry where dealers themselves are of a relatively high calibre.

Checking Waste

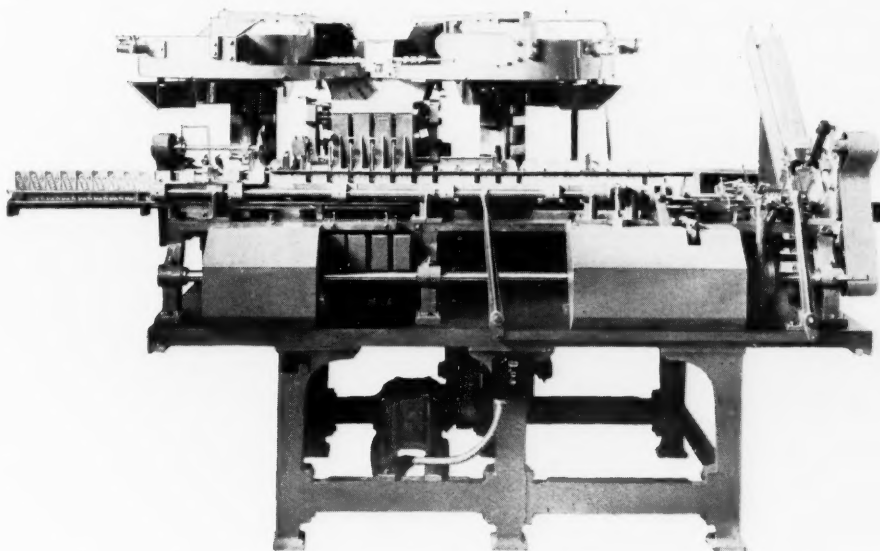
As with any advertising medium, a certain percentage of waste must be anticipated in the display program. When one purchases newspaper space for advertising, one realizes that not every purchaser of the newspaper will view his page, that not everyone viewing the advertisement will read it, that not everyone reading the advertisement can afford to buy or can be interested in buying the product and, finally, that not everyone sold by the advertisement can resist the cross-selling of a substituting sales message.

Similarly, in planning display distribution, it must be anticipated that a certain percentage of display material will fall into unprofitable locations, that a certain percentage will never be set up, that a certain percentage will be misused by the dealer and partially or totally destroyed as a medium of point-of-sale advertising.

All too many of the reporting companies, it would

Another Striking Example of a **U. S. AUTOMATIC** *Specialized* **CARTONING MACHINE**

Double Hopper Cartoning, Filling and Closing Machine



This machine produces a package containing a mixture of different candies.

It functions as follows:

The carton is fed from the inclined magazine at extreme right of the picture; the bottom is tucked and carton conveyed to filling station. The double feed hoppers consist of revolving discs with holes to correspond to the number of candies required, and by a process of multiple guide chutes the different candies are delivered onto a conveyor, from which they flow into chutes that discharge the proper mixture into the package. Agitators are used to assist the flow when necessary. The filled package is then passed through a tucking device for closing the top. A provision is made for a lining unit if desired.

**Write for further information, and let us work out,
without obligation to you, your cartoning or packaging problems.**

SPECIFICATIONS

Running speed.....60 per minute ($\frac{3}{4}$ H. P.)
Length of machine.8 ft.
Width of machine.3 ft.
Weight of machine.3800 pounds.
Attendants.....One

U. S. AUTOMATIC BOX MACHINERY CO., INC.

ALSO OWNING AND OPERATING THE NATIONAL PACKAGING MACHINERY CO.
CARTONING MACHINERY CORPORATION

18 Arboretum Road, Roslindale (BOSTON), MASS.

Branch Offices:

NEW YORK

CHICAGO, ILL.

seem, accept this situation fatalistically. The only concerted efforts that are reported by any large companies are those where the display distribution is definitely tied to a deal. These "automatic" distributions are calculated to eliminate waste, since the displays are distributed only to dealers who have expressed a momentary interest in them and who, therefore, may be expected to utilize them to the best of their ability.

From the viewpoint of those entrusted with the establishment of a display budget, the element of waste must be interpreted as a matter of analyzing the causes of waste and thus improving future budgets by eliminating these causes. For this reason, some few companies conduct periodic check-ups—*independent of the sales force*—of the utilization which the dealers have made of displays. Frequently these check-ups disclose that dealers are being supplied with more display material than they can utilize, or that the display material is supplied to the dealers in a manner not conducive toward interesting the latter in their use. Sometimes it is found that minor points of display construction—of too great a complexity, the use of an off-size which does not fit the counter or window or the design of a display that runs against dealer interest or dealer prejudices—are the basic causes of waste.

Display Appropriations

It is, of course, impossible to cite any accurate and illuminating figures disclosing the amounts spent by individual companies in the promotion of individual brands through point-of-sale displays or concerning the proportions of the total advertising budget which are allocated to such point-of-sale displays. In the vast majority of cooperating companies which have provided such figures, the tendency is to vary from month to month and year to year, and they have expressed a strong reluctance to the quotation of figures in relation to company names.

None the less, it is possible to indicate, in rough fashion, the proportions which display budgets assume at the present time, in various fields, in relation to total advertising expenditures. A typical budget, as cited by one company, may serve, in a very general way, to indicate an average breakdown of promotional efforts:

Consumer	
Newspapers	47.2%
Outdoor	16%
Novelties	4%
Dealer helps	14%
Folders, leaflets	3.3%
Space production costs	3%
Sales Promotion	
	4%
General	
Policy and donations	1%
Exhibits and miscellaneous	4%
Publicity	1%
Reserve	2.5%
	<hr/>
	100%

Averaging figures supplied by groups of from 10 to 40 companies in various fields, we find the following:

Among producers of food staples, point-of-sale displays run from 10 to 20 per cent of total advertising expenditures.

Among producers of food specialties (the type of item which is often not otherwise advertised, or advertised on only a restricted budget), display expenditures run from 26 to 45 per cent, or more, of total advertising expenditures.

Among cosmetic manufacturers, display occupies a very important position in the advertising budget, running from 30 to 50 per cent, with a few extreme cases (notably among the smaller companies) in which it constitutes 100 per cent of the total advertising budget.

Among liquor companies, display expenditures average 20 to 35 per cent of total advertising expenditures, with wide variation from state to state, because of local legislative or regulatory restrictions existing in some areas.

In the drug field, point-of-sale displays are allotted from 15 to 25 per cent of total expenditures.

In the meat packing field, expenditures run from 10 to 16 per cent.

PACKAGE LEGISLATION

(Continued from page 50)

of excessive barriers to the sale of American products abroad."

The Governor thrust at his political opponents in vetoing a bill to prevent persons with communicable diseases or diseases which are contagious through food from working in factories where food products are manufactured or packaged. "The purpose of the bill is meritorious, but it carries no appropriation for administration," the Governor said. "It is still another one of the large number of cases in which the legislative majority this year has passed bills which impose large additional costs on the various departments of the State without providing the money to meet such costs."

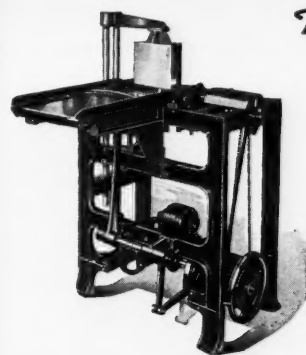
Among bills passed by the legislature during its closing days, and signed by the governor following adjournment, were measures to provide that manufacturers of whole-milk cheese may stamp as well as brand or label the cheese to distinguish it from cheese made from milk without cream and to limit use of "New York State" thereon to cheese that meets requirements of highest grade as established by the agricultural commission; to fix minimum size of containers for frozen desserts, defined as including ice cream, frozen custard, milk sherbert, ice and ice sherbert, to require the net contents to be marked on containers and to fix minimum weight of ice cream at

4½ lbs. per gallon; to make unlawful sale of beer or other maltous beverages in any manner other than by liquid measure and to fix as standard capacity for barrel 31 gallons, with multiples or sub-multiples to have proportionate contents; to provide that containers of seeds of trees and shrubs offered or exposed for sale for seeding purposes shall be labeled to show kind of seed and variety, percentage of weight of pure seed, percentage of germination, year of collection and locality where collected with name and address of vendor; to provide that articles of bedding, remade or renovated, may be tagged with the name of the person for whom done.

While the legislature failed to enact bills seeking so-called Uniform Food, Drug and Cosmetic Acts, both legislative houses did approve measures revising existing statutes and tending to bring them more in line with Federal regulations. Assembly Introductory Number 1410 would amend generally the provisions of the Education law relating to pharmacies, cosmetics and drugs, and bring under its provisions devices and appliances. It broadens the definition of the term "drug" to include all articles used in the treatment of prevention of disease and greatly strengthens the definitions of adulteration and misbranding. It requires that the label of an article show the name and address of the manufacturer, a statement of the quantity of the contents, the active ingredients in the case of drugs, the presence of certain narcotic drugs and the quantities. It must also show a warning of habit-forming possibilities and give adequate directions for use and warnings against use in conditions in which use might be dangerous. Senate Introductory Number 1848 would enact new provisions for prohibiting adulteration and misbranding of food products and define food as including all articles of food, drink, confectionery or condiment, simple, mixed or compound for use by men or animals, also all substances added to food for any purpose, and chewing gum. It provides for seizure and quarantine of unfit or unsafe food.

Also awaiting the governor's pleasure were legislative-approved bills to prohibit sale of hypnotic and somnifacient drugs except on prescription and to require all containers to have label securely attached by manufacturer or jobber; to appropriate \$50,000 to the Agricultural Department for financing activities relating to grading of farm products and to provide for repayment of moneys advanced from moneys derived from sale or rental of State trade mark and label; and to amend the statutes governing weights and measures as they apply to inspections, adulterations, branding and sale of hops, eggs, hay and straw, sales of fruits, vegetables, grains and nuts and to milk and cream containers.

Oklahoma—Assistant Attorney General Randell S. Cobb is looking for definitions of the terms "whiskey-sour," "tom collins" and "gin highball" to determine whether firms selling bottled goods containing not more than 3.2 per cent alcohol under those names can be charged with misrepresentation. He wonders whether the titles would be misleading to visitors to dry Oklahoma from wet States. Oklahoma law prohibits sale of articles misrepresented on the label.



*This Machine
SETS UP
the cartons*

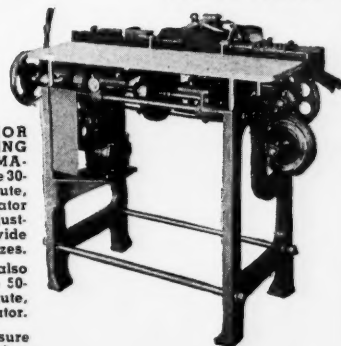
PETERS JUNIOR CARTON FORMING AND LINING MACHINE used to set up 30-40 cartons per minute, requiring only one operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model available to set up 50-60 cartons per minute, requiring no operator.

Send us samples of your cartons or their sizes and ask us to recommend machines to handle them economically. It will pay you to investigate this equipment.

These **PETERS CARTON PACKAGING MACHINES**

*will reduce
your handling
costs to a
... MINIMUM!*



*This Machine
CLOSES
the cartons*

PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE used to close 30-40 cartons per minute, requiring no operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model also available to close 50-60 cartons per minute, requiring no operator.

It will be a pleasure to send you complete information on these machines.

PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

Pennsylvania—After advancing it to the final stage before passage, the Senate killed a bill to amend the act governing the sale of ice cream or other frozen desserts by making unlawful the sale of ice cream, custard ice cream, french ice cream, french custard, frozen custard, sherbet, ice or fruit ice for resale to any purchaser not having cabinets, cans or other containers exclusively to preserve or hold the same.

The legislature approved and sent to the governor for his signature, a Senate bill to amend the present statute prohibiting manufacture, sale or transportation of adulterated or misbranded paris greens, lead arsenates, lime-sulphur compounds and other insecticides and fungicides by providing for registration of insecticides and fungicides by manufacturers outside the State.

Rhode Island—A bill seeking to amend the State's Fair Trade Act, which permits manufacturers of trade marked products to fix minimum resale prices, died in committee.

Wisconsin—Still awaiting a Senate vote was an Assembly approved bill to authorize the State Department of Agriculture and Markets to grade all Swiss cheese produced in the State and to assess fees against manufacturers to pay the cost. It was reported without recommendation by the Senate committee on agriculture and labor and then referred to the joint committee on finance.

After being recommended for indefinite postponement by the assembly committee on agriculture, a bill to prohibit re-use of boxes in the cheese industry was re-referred to the committee where it will probably undergo amendment. Still pending in committee was a bill to enact a Uniform Food, Drug and Cosmetic Act.

THE FLOWERY TOUCH

(Continued from page 63)

Counter display is achieved through the use of a carton which first serves as a dozen-unit shipping container. When the dealer receives the carton with its quota of twelve bottles of Summertime, he merely folds back the cover to achieve a display background. The bottles rest in individual partitioned sections which both protect the containers against breakage during shipment and hold them in orderly arrangement for display purposes. The front panel of the display carton bears a garden gate as part of its design pattern, the white gate on a pastel green background running around the other three sides of the carton. The gate is perforated so that it may be torn away in order to disclose the bottles themselves and thus achieve a better view of the labels.

An ingenious bit of planning for this summer merchandising ensemble was the utilization of vari-colored closures on the bottles. Pink, rose, green, yellow and blue caps top the bottles and blend in with the background design of the display unit to give the illusion of

flowers. Colors used on the labels, closures and for the display carton are of pastel shades and lettering is of the old-fashioned type to harmonize with the old-fashioned garden theme pattern.

Credit: Bottles by the Carr-Lowrey Glass Co. Closures by the Armstrong Cork Co. Cartons by E. J. Trum, Inc. Labels by the A. L. Reid Printing Corp.

77 OBJECTIVES FOR POINT-OF-SALE DISPLAYS

(Continued from page 62)

42. Dispensing recipe or direction booklets.
43. Dispensing coupons or contest literature.
44. Dispensing advertising or educational material.
45. Floor, wall, or counter display as a product dispenser.

Helping the Dealer

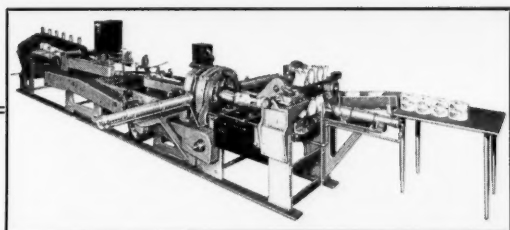
46. Helping dealer improve appearance of his store.
47. Providing background suitable for different seasons or products.
48. Helping dealers to service their customers.
49. Enabling dealers to show prices of various products or services.
50. "Related items"—helping dealers to sell other products in stock.
51. "Creating a department"—featuring a family of products.
52. "Cooperative selling plan"—two or more manufacturers joining.

Making "Atmosphere" the Principal Feature

53. Celebrating an anniversary.
54. Telling an institutional story.
55. Telling an historical story.
56. Telling a scientific story.
57. Surrounding the product with a scientific background.
58. Creating quality appeal.
59. Creating appeal to fashion or style.
60. Creating appetite appeal.
61. Creating economy or bargain appeal.
62. Presenting human interest background.
63. Illustrating product in home atmosphere.
64. Presenting appeal to special group: e.g., mothers, children, debutantes, shavers, etc.
65. Presenting product in a sports background.
66. Creating a gift appeal.
67. Building a holiday or seasonal atmosphere.
68. Presenting a product in a humorous manner.

Making "Coordination" the Principal Feature

69. Coordinating color scheme of display with that of package.
70. Tying up with consumer contest.



Wrapping Machine

New High Speed machine for wrapping either square or irregular shaped packages

Fully automatic rotary type machine capable of highest possible production.

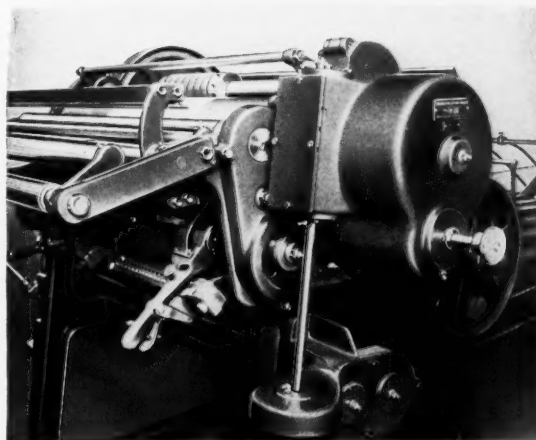
No cams, no reciprocating movements.

Wrappers fed from continuous roll.

Send us your wrapping problems.

HUDSON-SHARP MACHINE COMPANY
Green Bay—Wisconsin

NO MORE WASTE IN CUTTING TO PRINTED REGISTER

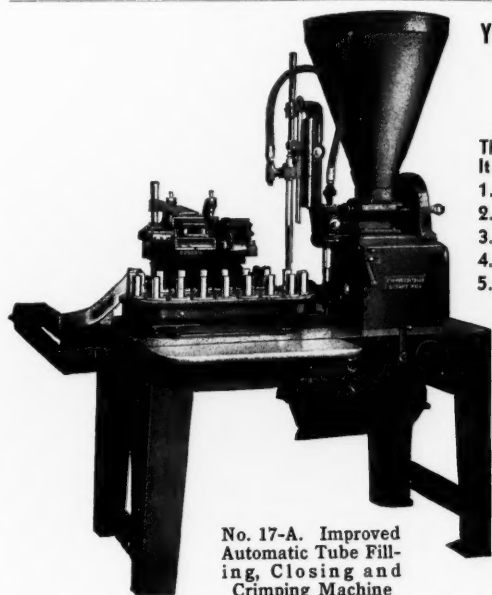


DEPENDABLE ACCURACIES IN "SPOT SHEET-ING" ARE NOW ASSURED THROUGH THE
NEW BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheet-ers controlled either by hand or **ELECTRIC EYE**.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

71. Featuring a premium plan or offer.
72. Tying in with theme of main advertising campaign.
73. Special coordination with magazine ads, newspaper ads, radio programs.
74. Featuring comic strip or cartoon characters.
75. Featuring movie characters or sports figures.
76. Coordination with special sales plan or program.
77. Tying in with special news event.

STREAMLINED CASE HISTORY

(Continued from page 60)

The following year this trend was carried still further in the form of a caster-equipped stand which stood vertically instead of reclining on a slanting easel, and which was designed to increase the three-dimensional element even further than in the previous units. Sales on these two units increased to 4000 and 4200 respectively, denoting a continued dealer interest.

For 1939, a unit similar to the 1938 display was devised, incorporating receptacles for descriptive literature and mounting, in addition to various tuning and loud speaker units, several designs of auto aerials. The display thus acts as a complete department in itself, permitting the demonstration of the entire Motorola line. Of streamlined modern design, the floor stand is made of heavy plywood with an auto-body-lacquer finish in grey and mandarin red. Ball bearing casters provide easy rolling and the mounting of the radios is such as not merely to permit full demonstration, but to allow for such demonstrating without impairment of tone quality. Sales of this most recent unit are reported to be substantially in excess of 5000, indicating a continued effectiveness for elaborate displays of this type in the sale of complicated portable merchandise requiring dealer demonstrations.

PRINTED CELLULOSE INSERTS

(Continued from page 37)

of these stores might point to the advisability of studying the possibility of incorporating the advertising technique into the use of the material on the package. Thus, on candy boxes, hosiery boxes and in other instances where transparent cellulose has been used as an inner wrap or as a fly leaf with the box, it would seem that informative labeling, cross advertising or instructions to the consumer might well be incorporated, both as a means of increasing the usage of the product or of making it more useful to the consumer, and as a means of enhancing the decorative value of the item and its eye appeal on display.

CUT YOURSELF A LENGTH OF SAW

(Continued from page 40)

To facilitate identification of the many various types of saw, a five-letter code has been developed and the code word for each saw is stamped upon the box. This likewise makes re-ordering an easy and accurate procedure, particularly when considered in conjunction with the automatic-inventory window.

While primarily designed as a protective container and to facilitate stock keeping and handling, consideration has, at the same time, been given to the creation of an attractive appearance. A green and white color scheme is utilized while type matter is concentrated on panels so as to focus consumer attention upon the trade name of the product.

Credit: Box manufactured by the Heywood Paper Box Printing and Manufacturing Co.

PLASTICS FOR LONG LIFE

(Continued from page 25)

the slide are located a number of test tubes so arranged that the slide may be moved back and forth past the tubes in order to permit comparisons between the color standards and the coloration of the materials in the test tubes. Thus the package begins to take on some of the functions of a machine, in that it contains moving parts. Here again we find another factor leading to the choice of molded plastics which can withstand the slide's back and forth motion over many thousands of comparison operations without showing wear.

On some of the simpler sets, a single slide is utilized and no element of interchangeability enters in these cases unless it should be desired to replace one slide with another several years after purchase. While the parts are extremely sturdy, breakage of any part does not destroy the entire set because of the use of plastic moldings and their consequent complete interchangeability.

On the more complicated sets, a number of slides are provided to permit a longer range of color comparisons. These sets are supplied in large wooden cabinets and the interchangeability and uniformity of the various slides are important factors here. The user can very speedily replace one slide by another, merely slipping it into the groove, provided in the basic comparator instrument, at will.

The factor of interchangeability has likewise permitted the company to introduce variations, in some of its models, without requiring a complete new set of parts. Thus the Taylor swimming pool set, designed for analysis of the contents of swimming pool waters, utilizes rectangular molded Pyrex tubes instead of the

Klingrose *Offers* *Printing and Coloring* *Machinery* *Adapted to Individual* *Requirements* *Multi-Color Gravure* *Aniline, Combination* *of these Methods*

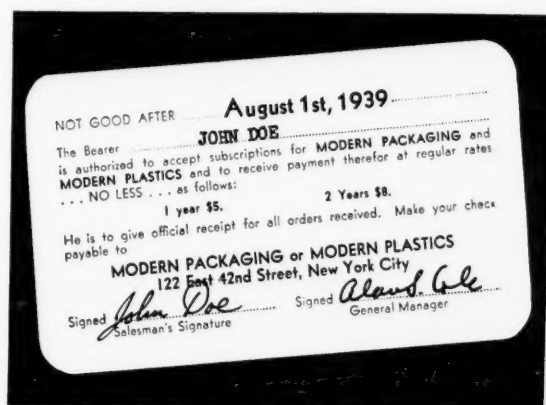
KLINGROSE MACHINE CORP.

Plant: 461 Hamilton Avenue, Brooklyn, N. Y.

New York Office: 111 Fifth Avenue

SUBSCRIPTION WARNING

Pay your subscription agent only if he has
our *Authorization Card* dated August 1, 1939.



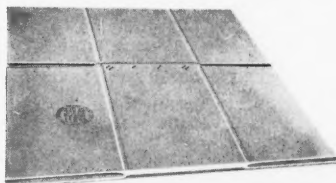
Make checks payable to

MODERN PACKAGING

Chanin Building, 122 E. 42nd St., New York, N. Y.

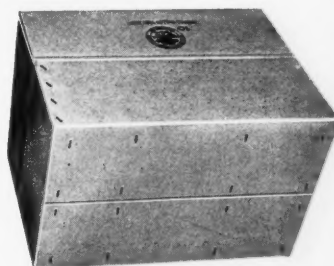
When Packed and Shipped in Wire Stitched Containers

Your products will reach your retail markets
in the best possible condition. Safe, de-
pendable distribution is just as important as
your manufacturing standards.



*Regular Slotted
Container—Flat*

*Regular Slotted
Container—Bliss
Stitched*



The Bliss Heavy Duty Bottom Stitcher



Bliss Heavy Duty Bottom Stitcher

Wire stitches the bot-
toms of Regular
Slotted Containers,
thus utilizing the en-
tire strength of the
board, and making a
sturdy rigid box.

This machine forms
and drives wire
stitches at speeds up
to 300 stitches per
minute from roll of
wire. Its high pro-
duction combined
with low cost of wire
assures a surprisingly
low cost.

Easily operated, no
adjustments for vari-
ous sizes of slotted
containers.

Ask for further in-
formation on advan-
tages of wire stitch-
ing.

DEXTER FOLDER COMPANY

330 West 42nd St., New York, N. Y.

CHICAGO—117 West Harrison St. BOSTON—185 Summer St.

CINCINNATI—3441 St. Johns Place

PHILADELPHIA—5th and Chestnut Streets

DALLAS, J. F. Carter, 5241 Bonita Ave.

SAN FRANCISCO, LOS ANGELES, SEATTLE

Harry W. Brintnall Co.

round 5 cc. tubes. Here the one portion of the instrument adapted to holding the round tubes is replaced by another molding designed specifically for the Pyrex tubes, but all four of the other standardized portions are used interchangeably.

The company reports an unexpectedly favorable reception for the new instrument, users of the equipment having commented on its simplicity and ease of operation, its durability and its fine appearance. Particularly after periods of intensive use, the instrument profits by comparison with many that could be manufactured through the use of wood or sheet metal since the plastic parts resist wear and—with color running all the way through—never present the appearance of wear.

Credits: All parts molded of Durez manufactured by General Plastics, Inc. Molded by Colt's Patent Fire Arms Manufacturing Co.

THEY "DIP" THIS PACKAGE

(Continued from page 27)

essing, this test run of apples is reported to be still in perfect condition, some five months after the period when apples of this type will ordinarily break down if kept out of storage.

At the present time Rapals are not being sold through grocery stores, fruit markets, or other accepted outlets, the company looking, rather, for new markets, places where apples have never been sold before. Club rooms where men congregate are said to be popular locations, as are cigar stands in hotel and office building lobbies, post offices, etc. Most sales are of the five-cent individual apples, although many stands have been taking orders for small specially packed boxes or cartons for out of town shipment.

Since the Rapal process is dependent, for its effectiveness, upon the initial high quality of the fruit prior to processing, the Fruit Machines Co., developers of the process, indicate the necessity of utilizing modernized fruit handling equipment in preparing the fruit for the Rapal machine. One recent development is a full floating rotary bin—part of the Rapal machinery installation—which, it is claimed, is so constructed as to render it impossible for the fruit at any time to rub on wood or metal and thus eliminates the bruising and stem punctures which would otherwise cause quality fruit to be wastefully damaged.

The process would seem to have application to other items as well as apples, although major research up to this time has been restricted to the apple field. Pears are reported to indicate successful application and tests are at present being conducted to determine to just what extent the process can be utilized with other products.

SAME PROBLEM—THREE SOLUTIONS

(Continued from page 23)

swatch of the material is tipped on to the outside of the wrap of the uppermost blanket. Thus the recipient of the "Bride's Box" knows on its arrival that no one has previously handled the blankets.

Contrasting sharply in appearance and in purpose, are the packages used for St. Mary's blankets and for those of the Shane Manufacturing Co.

The St. Mary's package is a Pliofilm bag which may easily be folded away when not in use. A zipper opening at one end permits the insertion of the blanket for storage purposes as well as for store display. The package also provides a high degree of protection for the blanket against moths.

The Shane package is a box-type transparent container, likewise equipped with a zipper closing, but utilizing a lamination of transparent sheeting with fabric to achieve a high degree of wearability and sturdiness.

All three packages, it will be noted, permit display of the product within the package and thus discourage consumer handling, if they do not entirely prohibit it. All three, to varied degrees, are likewise to be utilized in the storage and the protection in storage of the products which accompany them in sale.

Credits: Chatham "Bride's Box"—designed by G. Martin Coffyn. Manufactured by Lasky Bros. & Elish. Transparent panel, Lumarith Protectoid, manufactured by the Celluloid Corp. Blanket wrap, Cellophane, E. I. du Pont de Nemours & Co., Inc. St. Mary's package made of Pliofilm manufactured by The Goodyear Tire & Rubber Co., Inc. Shane package fabricated of material laminated by the Arvey Corp.

INDUSTRIAL SOMERSAULT

(Continued from page 22)

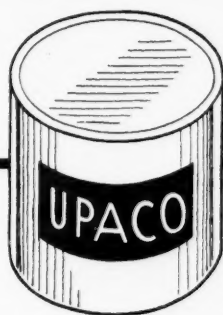
development is a machine that will form the finished package directly from the roll of printed Pliofilm.

It is anticipated that a similar type of bag may have equal application to a number of other food products, such as butter, oleomargarine, peanut butter or lard—in fact, to almost any food product which can be poured into a preformed bag and later can assume a reasonable degree of solidity. The package and process are particularly applicable to products requiring protection against loss of moisture, and oxidation, as well as visibility.

Credit: Containers here shown produced by Shellmar Products Co. and P. P. Kellogg Division, U. S. Envelope Co. Machines produced by American Machine & Foundry Co. Pliofilm manufactured by The Goodyear Tire & Rubber Co., Inc.



**THAT "JUST AS GOOD ADHESIVE"
MAY ADD TWENTY PERCENT
TO YOUR LABELING COST**



If you have been getting along with an adhesive that does a pretty good job—most of the time—it may pay you handsomely to stop and consider what savings the correct UPACO Adhesive formulae will provide.

Continuous smooth machine performance—with minimum return and damaged labels.

Try UPACO Labeling Adhesives for that extra machine efficiency at *no extra cost*.

**TO LOWER LABELING
COST CALL IN THE
UPACO ENGINEER**

UNION PASTE CO.

200 BOSTON AVE. MEDFORD, MASS.

SPRAYERS **BRING NEW SALES . . .** **THEN ADD UNIQUE BACKLOG**

Here's a sensible, proven way to boost sales not only immediately but 'way into the future! Just sell a FEDERAL Sprayer (or Dispenser) on a combination offer or give one as a useful, inexpensive premium.

Watch sales boom at once . . . as they have for Socony-Vacuum, Shell, Jergens, Campana, Kroger and many smaller concerns who have used them for almost every conceivable kind of liquid.

Best yet . . . enjoy the profitable backlog. The shopper must buy your product because FEDERAL Sprayers and Dispensers fit only your container! Write today for information.



FEDERAL TOOL CORPORATION

Specialty Division

400 North Leavitt Street, Chicago, Ill.

NOW YOU SEE IT—NOW YOU DON'T

(Continued from page 57)

of the common variety. The copy on the display, printed on the display panel and on the shield and ventilator tabs of the light box, invites the consumer to make comparing tests by viewing the glossy photograph with bare eyes or through either pair of glasses. Thus when the unit is used as a counter display, actual consumer participation is easily secured and the road is open for salesclerks to carry the explanation further.

When used as a window demonstrator, the chains are removed from the glasses and transparent cellulose tape is utilized to attach the glasses, at eye level, to the store window. The display is properly positioned so that a person of average height may look through either pair of glasses and view the driving scene pictured on the demonstrator. A separate "Make-this-Test" window sticker is provided to insure visibility for the message to the average passerby, the arrows on the sticker pointing to and identifying each pair of glasses.

The company reports the achievement of an extremely wide distribution of these display units and the sale—ascrivable to the displays—of "many hundreds of thousands of dollars' worth" of Polaroid glasses.

Credit: Display designed and produced by Livermore & Knight Co.

PHOTOELECTRIC REGISTER CONTROL

(Continued from page 68)

both run at the proper speed and direction). The main motor does all the work, driving the knife directly and draw-rolls through the differential. But if we want to change the position of the paper with respect to the motor (and knife), we can move our manipulating wheel a small fraction of a turn by means of the correcting motor."

"Just a second," interrupted Bill, "is this right? In the first system, the relation between the paper and knife depended on the movement of the paper through the draw-rolls plus the movement of the compensating roll. In the second system, the relation is due to the draw-rolls and the manipulation of the 'other wheel' or independent element of the differential."

"Right as usual," said Jim, "and the differential has the advantage that we can turn the control element in the same direction all day without ever reaching its 'end of travel.' Since, in the three elements of a differential, the motion of the third element always depends on the other two, you can see that which is the driving, which the driven and which the control element is en-

tirely the choice of each manufacturer. However, the gearing to our control motor is always such that for each operation of the thyatron, the differential control element is moved just far enough to change the *relative* relation of draw-roll and knife by $\frac{1}{32}$ in. (or whatever is the desired unit correction)."

The conversation may have gone far into the night, but Bill had a golf date with the Whosis purchasing agent at five and must have landed a good order, or broken a hundred, for Jim got the authority to purchase the new machine the next day.

A few more years have passed. On the edge of town can be seen a modest red brick building, the home of "Mary's Maple Fudge, Inc." Trim white trucks leave constantly carrying fresh supplies of the product to far branches of the Whosis Stores System. Bill is on the city council and has aspiration to become Mayor. Mary is president of the Women's Club and vice president of the Garden Club.

In order to see Jim, one would have to inquire for the "superintendent in charge of operations," be dutifully announced and be escorted by a uniformed usher past bright, air-conditioned rooms full of polished brass, aluminum and stainless steel, past rows of girls, in prim starched uniforms, inspecting, testing and sampling the fudge, past young men operating automatic weighing machines or diligently recording meter readings, on back to Jim's sanctum sanctorium on a balcony, with large windows overlooking most of the plant. On the wall were the master instruments, thermometers, hygrometers, saccharimeters, almost everything but a Ferdinand, Inc. flower whiffer. A pert blonde secretary types efficiently in the corner. Jim is sitting with his feet on his desk glancing over the previous day's reports. The new factory is running like a top—and why not? The best and latest equipment has been installed throughout. Automatic machinery, conveyors and efficient plant layout had permitted expansion without increasing overhead greatly. The typewriter drones away in the corner and the sound of the busy factory comes muffled through the windows.

Into this peaceful scene burst Bill. "Jim, I've been struggling all day with income tax forms until I had to take a rest. How's things and what's new?"

Jim turned slowly and sized up his boss from the corner of his eye. "Bill, just take the chair on the other side of the desk, put your feet up next to mine and I'll tell you." Unused to this sacrilege, the secretary mumbled something and fled. Bill wearily dropped into the proffered chair. In this part of the factory, Jim was the real boss and he knew it.

"I beg to report, Mr. Jones, that all departments are running 100 per cent okey except the wrapping and packaging department"—a significant pause—"and that's 101 per cent." He pushed the reports toward Bill who gave them only a casual glance—Jim's word was enough.

"When we were laying out the wrapping lines, Bill, I found out that one of the machinery companies had just perfected a machine capable of handling nearly 400 pieces a minute. There are four of these down



DO YOU KNOW—

Even in the flourishing days of the Roman Empire, glue-making was an important industry. Pliny knew the value of glue, for he wrote: "Great cunning there is in making strong glue, and in the feat of joining with it too." Do you know that today Arabol manufactures modern vegetable glues that are efficient, economical and free from objectionable odors? For packaging, Arabol produces special, sweet-smelling, clean adhesives adapted for all types of wrapping, labeling and sealing by hand and machine. Consult Dept. P. about your special adhesive problems.

BE SURE IT SUITS YOUR PURPOSE

ARABOL

MANUFACTURING COMPANY

Established  1885

110 EAST 42nd STREET, NEW YORK
54th AVENUE & 18th STREET • CHICAGO, ILL.
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Offices & Warehouses at Boston and Philadelphia



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SOUTH ORANGE, NEW JERSEY

there now—nicest piece of machinery I ever saw."

Bill roused himself from his mental gymnastics long enough to ask, "Didn't you say once, Jim, that speed like that required a special form of register control?"

"Absolutely, and the register control has kept up with the rest of the equipment. You'll remember on our previous machines, we controlled the position of the cut by a motor which operated the differential element intermittently and that the speed change, to take care of roll slippage, brake drag, etc., was made by hand. Now we can get all these results with a single motor which turns continually. Let's return to our old analogy of the jacked-up auto. If we turn one wheel by hand at a constant speed and the motor runs at a constant speed, the driven wheel, of course, runs at a constant speed. If we then spin one wheel faster or slower, the driven wheel will respond with a different constant speed. This gives the effect of an infinitely variable gear ratio between motor and driven wheel or, on our machine, between paper draw-roll and knife drives. At the same time, by changing the control motor speed momentarily, we can obtain the same lag, or lead, of the driven member which we had before.

"In order to use a small correcting motor, the main motor is geared to drive the draw-rolls through the differential one or two per cent fast when the control motor is stopped. Then when the control motor turns at half speed, the speed of knife and draw-rolls is the same. If the control motor is running at full speed, the draw-rolls will run one or two per cent slow. Since the control motor acts to slow down the paper feed, it would theoretically be driven by the main motor, but practically the friction of the gearing is enough to demand a little work.

"Just a minute," from Bill, his worries forgotten following Jim's description, "you talk of the control motor effect as per cent of the main drive speed. I understand we can drive these machines over a wide range of speeds. Do we need an individual speed controller for the connecting motor?"

"If you mean a manual control, no. The power for the control motor is supplied by a small generator driven from the main motor. The faster the main motor turns, the more power from the generator and faster goes the small motor—just as simple as that. But better still, by adjusting the small power we feed into this generator field to a desired value, the control motor can be made to run comparatively fast or slow, but always its speed is proportional to that of the main motor."

Bill held up his hand. "Whoa, Jim, and see if I've followed you so far. The length of sheet cut is determined by the ratio of the speeds of the main and control motor. Since the control motor is powered by a generator driven from the main motor, this ratio is fixed for all machine speeds so long as the generator field is constant. How do you change this ratio to get adjustment?"

"The easiest means is to vary the generator field and we do this to obtain an accurate, smooth ratio change. However, for the short, quick changes necessary to get a slight lag or lead in position only, it's usually better

to add or subtract a measured amount of power directly from the D. C. power line."

"D. C. power—what's that?"

"Direct current power. The kind of electric power most useful for driving motors at variable speeds. The other, more common form, is alternating current (A.C.) used for lighting, heating and many fixed speed motors. Most industrial plants make D.C. from A.C. by means of large motor-generator sets to supply their own motor uses and hence it is available for the register control equipments. Otherwise a small motor-generator set can be installed at a moderate figure. Here we would need only a two or three horsepower motor unit to operate all four of our controls."

Bill joined in again. "To sum it all up, this new machine of yours works like this. When all is correct, the generator field is set so that the correcting motor runs at the proper speed to obtain exact register. However, when the register goes off for any reason, the impulse from the spot goes through the rotary switch contacts to the thyatron and its relay which now applies power from the line directly to the correcting motor, producing a brief large change in speed to bring the next cut back into register." (Fig. 4)

"Right, and at the same time the generator field is varied slightly to change the effective ratio and to counteract the cause of loss of register. In this manner, the register may be held so exactly that a hundred cuts may be made before a correction is required."

"But what happens in case of a very bad error in registration? Suppose the paper breaks and is not spliced accurately?"

"While operators are warned that an accurate splice will reduce waste and permit little loss of register, if a bad splice is made or if the register is thrown badly out, it can be brought back very quickly by push buttons which may be operated to assist the phototube control. Often in threading up a machine, the push buttons are of great assistance."

"Yes," mused Bill, "we've come a long way from hand wrapping and the small fifty-a-minute intermittent feed machines. What's next?"

"Don't be misled, Bill, about these different types of control. They are each quite satisfactory for the speeds and accuracies demanded of them. In fact, the limitations of the mechanical motions and the increased maintenance are the principle reasons for using the more elaborate systems at high speed. Of course, they cost more to buy, but they save money in better output, less waste and low maintenance.

"I think that here we have the best particular equipment for our use. But down in Washington, the government has a rotary perforator guided by a phototube which punches 3000 rows of holes a minute between postage stamps with an accuracy of $1/64$ of an inch. Obviously, that's too fast for mechanical relays to follow, so they control the motor directly with phototubes, vacuum tubes and thyratrons. Instead of a rotary selector switch with contacts, they use two phototubes looking at slits in a disc. There's a register spot every

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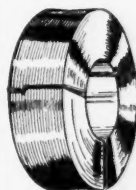


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Available in all popular colors, Acme Colorstitch will blend or contrast with the colors of the carton as the designer desires. Colorstitch is furnished in all standard flat stapling wire sizes. It will not chip or peel, and gives more than satisfactory performance on all carton stitching equipment.

A sample Colorstitch card will indicate how dozens of companies have improved the appearance of their packages effectively and economically. Write for it.



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inch. At another plant, four color printing on a gravure press is registered to less than $1/100$ of an inch, at a paper speed of 800 ft. a minute.

"You see, it's just a case of fitting the right control to the particular application and that is where a good engineer is an asset."

But Bill had the last word. "Engineer? You don't know how lucky you are. All you have to do is fiddle all day with a slide rule while I have to sit up all night with an adding machine and a mess of complicated income tax blanks—every one of which cost us money!"

DOES LOW COST SPELL ECONOMY?

(Continued from page 44)

and fill the box. The package was redesigned, each item nearly partitioned in a flat package making it a very simple matter for repairmen, working underground, to remove each item as needed, saving time, energy and temper plus the elimination of fire hazard. As you may surmise, the first cost of the redesigned package was slightly higher than the old inefficient package, but sales increased on this item approximately 200 per cent.

A large book publisher called in a package engineer to study his packing problem. A number of minor changes in his packing procedure alone, warranted the use of the best shipping boxes obtainable for the shipment of books which, by the way, are easily damaged. A still greater saving made in first cost of his box requirements was effected by a thorough study of the problem by reducing box sizes and eliminating the need of using trim clippings as protective packing material. Box costs were reduced, savings in weight were made and the clippings sold for \$10.00 per ton.

Then consider the purchaser of a small fruit juicer who requested delivery to a nearby city. The shipment arrived in a box large enough to hold ten or twelve of the "gadgets" and, upon opening the box, Mr. Consumer had quite a struggle to locate the purchase, tightly packed in large quantities of packing material which littered the floor. Had the juicer been packed in a substantial package at the factory, merely a label or, at most, additional wrapping paper would deliver the item in perfect condition.

It would be rather difficult to compute the unnecessary additional expense to the dealer of shipping box, packing material, packing labor and additional postage. Multiply this one instance by hundreds of thousands throughout the country daily. The needless economic loss must be tremendous.

An acquaintance bought a hat, a medium priced, nationally advertised hat, to be delivered. Imagine his consternation upon unpacking his purchase. It had been nicely protected with tissue, placed in a folding box, the four sides of which were wrapped in heavy packing

material and finished with kraft wrapping paper and tape. From the outside, the package appeared to be in perfect order but the hat looked as if some heavy object had rested on it in delivery. The two unprotected sides of the box permitted crushing.

Result, a dissatisfied customer, the return of the hat, a letter of explanation, the cost of handling by the store, reblocking, repacking, reshipping and cost of postage. Would it have paid to avoid customer ill-will and needless expense by using a safe, sturdy delivery package at slightly higher cost?

Can you imagine a situation such as this: A friend who happened in one of the large department stores during the past holiday season, on a tour of inspection, found a number of gift items which she asked to be gift wrapped and delivered. When received, all of the gift boxes were broken. The store was notified, wrote a very nice letter of apology, sent another set of boxes and they arrived damaged. This may be an unusual case and the only one reported. But can anyone tell how many of similar nature unreported?

Manufacturers as a whole, and especially those who market their products through retail channels, should take special interest in their packing methods. Years of effort to manufacture quality products, large sums of money to promote and market them, mean little to the purchaser who receives them delivered in damaged, broken or soiled condition.

It may cost slightly more to assure delivery of factory fresh merchandise to the consumer, but the retention of good-will, repeat sales and increased sales will more than offset this additional expense. It is a simple matter to insure the perfect delivery of merchandise and maintain and build customer good-will.

Many manufacturers of shipping boxes maintain staffs of package engineers who have had years of experience in creating shipping boxes and packages to safely withstand all transportation hazards. Their wide experience in shipping and packing room procedure is invaluable. Such men have often converted the shipping box into a miniature "billboard" giving that extra value of sales promotion through the channels of distribution at little or no additional cost.

They have introduced the convertible shipping-display box to place products "out front" where sales begin. Every day they are designing colorful packages, handsomely printed, that carefully protect in transit; attract attention on counter or shelf; increase sales and require no extra packing or wrapping for delivery. They are making packaging history.

These men are ready to assist manufacturers who are interested in reducing shipping costs and increasing sales. Given free rein to study packing and shipping methods, markets and sales plans, they will report their findings for adoption or rejection.

To manufacturers whose packaging problems are not sufficiently large and involved to require the services of an experienced, full time package expert, the assistance of such conscientious engineers and designers may be found highly profitable.

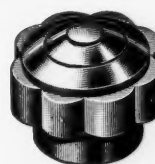
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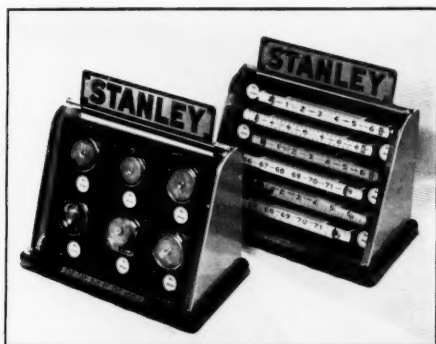
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MOLDED DUREZ is also used for the bases of these attractive Stanley tool displays, reflecting the tendency of industrial designers to employ more and more of this material in hardware merchandising. Molded by Northern Industrial Chemical Co.

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The case not only protects the delicate instrument but gives it highest sales visibility. Contours to fit the wrench and hold it snugly in place are molded right into the case. Likewise, the product name is molded into the lid for instant identification, without disfiguring labels or tags.

This unusual Durez package has created such a favorable impression on both trade and consumer, that it seems likely to start a new trend in tool and hardware merchandising. And certainly it proves that there is practically no limit to the ways you can use these modern plastics to promote a good product! May we tell you more about them? Write General Plastics, Inc., 107 Walck Road, North Tonawanda, N. Y.

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